The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JULY 16, 1949



Mindy Carson, dulcet-toned lass who is RCA Victor's new singing star, making her debut at the noted New York night club, the Copacabana, June 30. Coincident with her engagement at the Copa, RCA Victor has issued Miss Carson's first release, a coupling of "One More Time" and "Twelve o'Clock and All Is Well," poignant and fetching ballads. Miss Carson, who proved a considerable listener attraction on the Paul Whiteman "Parade of Stars" over the American Broadcasting Company, was booked into the Copa by General Artists Corporation as the climax to a series of appearances in leading supper clubs thruout the country. Personal Manager Eddie Joy is now crystallizing radio and television plans for Miss Carson.

COLUMBIA RECORDS

...IN THE MONEY"



Dinah Shore's

"LOVER'S GOLD"

38500 (1-254)*

COLUMBIA RECORDS

*Columbia's 7 Inch Microgroove Records

Trade-marks "Columbia," and ©D Reg. U. S. Pat. Off.

Vol. 61. No. 29

The Billboard

The World's Foremost Amusement Weekly

July 16, 1949

DONALDSON AWARD WINNERS

Tele Privacy Suit by AGVA To Defendant

Ruling Important to TV

HOLLYWOOD, July 9.—Tele ops won an important legal battle this week when Superior Court Judge William McKesson held that performers televised during the course of a public performance can make no claims on telecasting unless prior arrangements have been made. Decision was handed down in a suit filed by American Guild of Variety Artists (AGVA) against Station KLAC-TV, in which AGVA charged video ops with invasion of privacy and unauthorized telecasting of AGVA members. KLAC-TV, defendant in the $7,500 damage action, was cleared of all charges.

In ruling against AGVA's claims (which resulted from telecasting of a water show in September, 1948), Judge McKesson ruled that swimmers thus telecast took part in a public performance without any reservation of rights. Burden of proof rested with talent to arrange for special fees or compensation before the event was held. If no prior deals were made the station was within its legal right to televise show as arranged with promoters.

AGVA contended that the swimmers had contracted to perform only for payers in grandstand and not for video audiences. Union sought damages plus demand that, in the future, all members were to be paid one week's salary for a single tele performance. Action was filed against both KLAC-TV and KTLA, but the latter station settled with the union rather than go to court.

(See Tele Privacy on page 45)

Final Divestiture Is Ruled by Court In Scophony Case

NEW YORK, July 9.—United States District Judge Henry W. Goddard this week signed and entered a judgment against the last defendant in an anti-trust action involving restraint of trade in the television industry, Scophony-Baird, Ltd., formerly known as Scophony, Ltd.

The complaint, filed December 18, 1945, charged Paramount Television Production, the General Precision Equipment Corporation and the Scophony Corporation of America with conspiring with the British corporation, Scophony, Ltd., to restrict and monopolize the manufacture and sale of large screen television equipment. Charges on illegal cartel agreement

(See Final Divestiture on page 45)

Baseball May Bar Telecasting, at Least in Daytime

NEW YORK, July 9.—Television coverage of big league baseball games was regarded in some quarters this week as heading for an impasse between the broadcasters on the one hand, and baseball management on the other, at the conclusion of the current season. The basis for the coming blow-off is the conviction on the part of some diamond magnates that video is harming rather than helping the gate at the average game. The solution which probably will be offered by them is regarded in advance of negotiations as unpalatable to most station execs.

Quiet surveys have been undertaken by most baseball organizations, both individually and in concert with

(See TV DUE on page 13)

Gold Keys Go to "Salesman," "Edward," "Pacific"; Top Thesps Cobb, Bolger, Martin

Boyer, Pinza, Martita Hunt Among Others Honored

By Robert Francis

NEW YORK, July 9.—On Tuesday (12) for a sixth successive time the theater will offer its seasonal laurels to its own. From 5 to 6 p.m. (EDST) the American Broadcasting Company (ABC) will air the presentation ceremonies to the winners in the 27 categories of the Sixth Annual Donaldson Awards, sponsored by *The Billboard*, via a coast-to-coast hook-up.



Ray Bolger, winner of a double award back in 1945-1946 for his clowning and dancing in the revue *Three To Make Ready*, and currently starring in *Where's Charley?* will emsee the hour program from the stage of the Playhouse Theater and present the gold keys and scrolls which are the voters' accolades for the past Broadway season's best in theatrical achievement. The dancing star will also accept his personal award as 1948-1949's best dancer and sing his most popular number from his current show, *Once in Love With Amy*.

(See Toppers Picked on page 46)

'Iron Curtain' Vs. Negro in Radio Charged by Lee

NEW YORK, July 9.—A virtual "iron curtain" exists against Negroes so far as radio is concerned, Actor Canada Lee said today (9) in the key-note address to the Conference on Radio, Television and the Negro People, called by the Committee for the Negro in the Arts (CNA). The conference moved to obtain greater employment of Negroes in all phases of broadcasting, encompassing all types of jobs. It is pointed out that "in the 604,800 15-minute broadcast periods weekly, not one program is produced by a Negro, concerned with Negro news nor employing a Negro sound effects man." The CNA said its sur-

(See "IRON CURTAIN" on page 13)

½ of Actors In Radio Got 4G in 1947

Govt. Cites Other Earnings

WASHINGTON, July 9.—Half of the nation's radio actors make more than $4,000 yearly apiece and the annual income of 50 per cent of the radio singers in the nation is more than $4,800 per person, according to the latest report this week in the Bureau of Labor Statistics (BLS) occupational survey.

At the high end of the scale, one out of every four actors had a gross income in excess of $10,300 yearly, while one out of every four singers made more than $8,800, according to the BLS study which is based on 1947 earnings. At the low end of the scale, the survey revealed that 25 per cent of the actors made less than $1,700 and 25 per cent of the singers earned under $2,400.

The report, the third in a BLS series, showed that one out of every four staff announcers and one out of every four sound effects men earned more than $6,800 yearly. The bottom end of the scale for both classes was much higher than for actors and

(See Earnings on page 6)

Interstate Time Reviving Vaude

Flesh Returns To Tex. Chain Next Month

Seven Weeks Are Set

NEW YORK, July 9.—The Interstate Circuit will go back to vaude—seven or eight acts—with a seven-week route starting mid-August and finishing the end of September.

Last time Interstate theaters had flesh was about two years ago when they used band shows on a spot booking basis. Circuit is now dickering with Texas stage hands' and musicians' unions and as soon as a deal is made will start pushing its new policy via ad and other promotional campaigns.

Charles Freeman, Interstate Time exec and former RKO booker, will

(See Vaude Returning on page 42)

"Funzapoppin" Does a Poopout

NEW YORK, July 9.—Olsen and Johnson's *Funzapoppin*, which opened here June 30, will exit Madison Square Garden next Saturday night (16) after a probable mediocre take. Original plans called for the schedule to be extended for a maximum of five weeks if the zany doings caught on.

A lot top of $3 apparently failed to lure the masses necessary to offset the nut on the heavily populated company which had previously clicked in Chicago's Stadium. Plenty of paper was spread thru all houses.

Natives have traditionally shied away from the Garden in the summertime and it is unlikely that anything short of circus ballyhoo could pull them in; but this, too, failed when the sawdust spec, *Spangles*, was an off-season casualty in 1943.

The comics, who preemed a video show for Buick last week, are again inked for the Canadian National Exhibition, Toronto, August 26-September 10.

Treas. Dept. To Hear 4A's On Tax Relief

New Plan for Upper Brackets

NEW YORK, July 9.—Performers in high salary brackets may get relief from heavy tax loads, if a favorable decision is turned in by the Treasury Department at a hearing to be held Thursday (14) with a committee from the Associated Actors and Artistes of America (4A's). The idea is to work out a scheme that will tax performers on their average annual earnings over a period of several years, not by individual years.

Because performers generally have a feast or a famine in showbiz, they sometimes find most of their money taxed away during their successful

(See Treas. Dept. on page 45)

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Anti-Trust Laws for Unions?

Govt. Mulling Regulations On Monopoly

Senate Groups Study Plan

WASHINGTON, July 9.—For the first time since the disk walkout by James C. Petrillo's American Federation of Musicians (AFM) last year, Congress is seriously examining the possibility of making unions subject to anti-trust laws. This time, however, the fuss is not over Petrillo whose tiff with disk manufacturers has long since been amicably settled; the fuss is over John L. Lewis and his United Mine Workers (UMW). Nevertheless, any action by Congress on the issue would directly affect Petrillo's AFM and its relations with the diskeries.

The subject of current union immunity to suits for restraint of trade will be launched late this month by a Senate banking subcommittee. Some time later, a House judiciary subcommittee will include the subject in a long-range drive to overhaul anti-trust legislation.

The immediate aim of the Senate group is to examine the action of Lewis in ordering a three-day week in the soft coal industry along with an industry proposal to name a "czar" to represent mine operators in negotiations with Lewis.

It is likely that out of one or both
(See Govt. Mulls on page 18)

Detroit Showbiz Morals Improving

DETROIT, July 9.—The general quality of night spot shows in the Detroit area showed a marked improvement from the "morality" standpoint, as reflected in activities of the police censorship detail under Inspector Herbert Case and Lieut. Stewart. Cuts ordered in shows totaled only one—the lowest number so this year—despite a heavy season in cabaret visits by the censors to 211, the highest registered in four months.

In the theater department, 68 shows were reviewed by the censor, and two cuts were ordered—both in burlesque houses. This is only the second time this year burlesque shows have appeared on the corrective list, indicating that they have been following the required regulations fairly closely, according to Stewart.

Wood Elected Prexy Of Chicago FM Assn.

CHICAGO, July 9.—Ralph Wood Jr., manager of WMOR, this week was elected president of the newly formed FM Broadcasters of Chicagoland. Other officers include Edward Wheeler, president, WEAW, Evanston, vice-president; Harold Benton, manager, WIL-A, Woodstock, secretary, and Jerry Keefe, manager, WFJL, Roman Catholic station, treasurer.

The group's five-man board includes the four officers and Ted Leitzell, public relations director, Zenith Radio Corporation, and manager of its FM station, WEFM.

Charter members of the organization are 10 FM stations in Chicago and surrounding territory. Eight more of the 26 FM stations in this area have signified a desire to join, Wood stated.

Para Wooing Jocks for Support Of Hutton "Red, Hot and Blue"

HOLLYWOOD, July 9. — Paramount Pictures will make a all-out bid for disk jockey support of its Betty Hutton starrer, *Red, Hot and Blue*. One of the first flicker factories to recognize spinners' promotional powers, Paramount seeks to lure plugs thru a special gimmick. Studio will furnish jocks with a vinylite platter containing various introductory statements by Miss Hutton to be aired in conjunction with her Capitol disklings of tunes she does in the film. In using the Paramount platter, deejays will have Miss Hutton announcing her own records. Novelty is expected to induce an increased number of plays per Hutton disk, thereby indirectly paying off in plugs for the film. This is Paramount's first use of the limited disk gimmick. It intends to utilize it hereafter whenever an artist in a film has a record company affiliation.

The pic features four Frank Loesser tunes, all soundtracked by Miss Hutton and recorded by her for Capitol. Tunes include *Hamlet, I Wake Up Every Morning Feeling Fine, How That I Need You* and *Loyalty*. Of
(See Para Wooing on page 18)

Performers in N. Y. Covered By Workmen's Compensation

NEW YORK, July 9.—A decision by the appellate division involving workmen's compensation punches a hole in the widely accepted belief that performers are "independent contractors" and as such need not be covered by workmen's compensation.

Ruling was handed down May 4 but only recently released to lawyers in advance sheets (page proofs of decisions later to be included in bound books). It involved Sonya Berman, dancer, who worked for James Barrone, op of Murray's Inn, Albany. Girl claimed she fractured her ankle while performing and claimed suitable compensation. Hearing board of the workmen's compensation division upheld her claim and Barrone appealed.

Appellate division ruled she was
(See Acts Covered on page 42)

NEW YORK, July 9.—A ruling handed down by the appellate division last week broadens workmen's compensation and the meaning of the phrase "independent contractor," may bring under the protective fold hiring circus and outdoor performers.

Case decision, handed down May 11, involved James Stacy, clown, who was working in Buffalo for National Producing Company, Inc. Stacy was hurt while doing his job and suffered what was claimed to be a 40 per cent injury. He sued under the Workmen's Compensation Law and was sustained. Ruling was appealed and decision was confirmed by the appellate division.

Ops claimed that Stacy signed a contract as an independent contrac-
(See Outdoor Acts on page 51)

Vote Set on Theater In Washington Area

WASHINGTON, July 9.—A long-deferred vote on whether a building permit will be granted to the National Repertory Theater, Inc. (NRT), for a non-segregation legit house in near-by Hyattsville, Md., is scheduled to be taken by the Hyattsville City Council at a special meeting next week.

The council indicated it would take the matter up at a special meeting next Monday or Tuesday. The NRT has been seeking to remodel the unused Arcade Theater, a former movie house, in Hyattsville.

New Tax Treaties Sought

WASHINGTON, July 9.—State Department is continuing its efforts to negotiate treaties for the avoidance of double-taxation of salaries of entertainers working in foreign countries, with discussions now under way with Colombia and Brazil. Already completed are treaties with Canada, Britain and France. Negotiations are virtually complete with Mexico for a similar treaty. A clause in these treaties provides, for example, that Americans working in Britain pay income taxes to the U. S. if they work there less than six months, and to Britain if they work there longer than six months.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

No. 1 On the Honor Roll of Hits
RIDERS IN THE SKY

No. 1 Sheet Music Seller
SOME ENCHANTED EVENING

No. 1 Most Played on Disk Jockey Shows
RIDERS IN THE SKY V. Monroe Orks. V 20-3411. 47-2902

No. 1 Disk via Dealer Sales
RIDERS IN THE SKY V. Monroe Orks. V 20-3411. 47-2902

No. 1 Disk in the Nation's Juke Boxes
RIDERS IN THE SKY V. Monroe Orks. V 20-3411. 47-2902

No. 1 Most Played Juke Box Country and Western Record
LOVESICK BLUES. H. Williams and His Drifting Cowboys. MGM 10352

No. 1 Best Selling Retail Country and Western Record
LOVESICK BLUES. H. Williams and His Drifting Cowboys. MGM 10352

No. 1 Most Played Juke Box Blues and Rhythm Record
HUCKLEBUCK. P. Williams, Savoy 583

No. 1 Best Selling Retail Blues and Rhythm Record
TROUBLE BLUES. C. Brown. Aladdin 3024

No. 1 Sheet Music Seller in England
WEDDING OF LILI MARLENE

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 24 to 40 in Music Section.

Another Broker Loses License In Ticket Probe

NEW YORK, July 9.—The chief developments this week in the continuing skirmishes between Stem legit ticket brokers and Commissioner of Investigation John M. Murtagh were the revocation of the license Thursday (7) of the Ben Jacobs Theater Ticket Service and the upholding of the right on the same day of License Commissioner Edward T. McCaffrey to examine the books and records of ducat peddlers by Supreme Court Justice Denis Cohalan. This latter decision in favor of the license commissioner reinforces Commissioner Murtagh who, because his powers seem limited to investigation only, moves indirectly by making recommendations to Commissioner McCaffrey, which are acted upon after hearings.

The ticket brokers also have been questioning the right of License Com-
(See Another Broker on page 46)

Interlochen Concert Series Is Back on Air, Over FM Net

DETROIT, July 9. — The concert series from the National Music Camp at Interlochen, Mich., famed in the music world between the American Federation of Musicians (AFM) and Dr. Joseph Maddy, professor of music at the University of Michigan, went back on the air last week over FM after several seasons' absence. Formerly featured on both Columbia Broadcasting System (CBS) and National Broadcasting Company (NBC) networks, the series this year, following general settlement of the long-standing feud, is going out on the Michigan FM network of approximately 20 stations instead, with WKAR, Michigan State College, and WUOM, University of Michigan, as keys in relaying to WLDM, Detroit. The program will be aired for an hour Friday and Monday nights thru August 22.

The new series marks the full debut of WLDM as a member of the Michigan FM network. Under this status, it will be the only Detroit station to offer the Interlochen series. As a commercial station, WLDM will also have the entire series of University of Michigan games next fall, both at home and away.

In the four months since WLDM went on the air as the only commercially operated station in the Immediate Detroit area, it has signed up over 40 commercial sponsors, according to Manager Ellis C. Thompson.

Major Oldfield Graduates

FORT LEAVENWORTH, Kan., July 9.—Maj. Barney Oldfield, onetime Billboard corp., former air ace, radio gabber and recently a Warner Bros.' studio publicist, turned the crank on yet another profession this week and was graduated from the Army's top school, the Command and General Staff College. One of the Army's public relations men, Oldfield's next assignment is with Headquarters U. S. Army-Pacific in Hawaii for a three-year assignment.

Fire Lesson

WASHINGTON, July 9.—A $400,000 TV station, near-by Silver Spring, Md., provided WOIC with such excellent fire-fighting week that the community fire chief requested the loan of the footage to be used in briefing his firemen.

WOIC cameraman Bertram Schatz was on hand filming the blaze before half the fire companies had arrived.

RCA-CBS DEAL ON COLOR TV?

WDRC Starts Job Finding Program

HARTFORD, Conn., July 9.—With employment rolls decreasing and the welfare lists going up, WDRC, Hartford, as a community service, has started a novel program to bring jobs and job-seekers together, according to Walter B. Haase, general manager of WDRC.

This city's welfare list is greater now than it has been for the past several years, and unemployment compensation payments are also at a peak. The new WDRC program, says Haase, is designed to find employment for some of the people out of work.

Anyone who has a job offer in Connecticut is asked, during the program, to write to WDRC, outlining specifications of the position. On the *This Is Hartford* program, chief announcer Russ Naughton each morning reads available job specifications.

He does not, however, give the name of the employer. Only a number is used to identify the job.

WDRC listeners who are interested in the job are invited to telephone the studios, ask for the job by number and are given the name of the employer to call. Any sort of job, full-time or part-time, from factory to housework, according to Haase, is listed on the program.

Haymes Signed For "Club 15"

NEW YORK, July 9.—Dick Haymes this week was signed to replace Bob Crosby as featured star on Campbell's *Club 15*, sponsored by Campbell's soup at 7:30 p.m. across the board over the Columbia Broadcasting System (CBS). The show left the air last Friday (1) for a hiatus, and Haymes will take over when it resumes August 29. Evelyn Knight, the Andrews Sisters and the Modernaires, who made appearances with Crosby, all were believed to have been re-signed. The fate of Jerry Gray's band, which backed Crosby, was not learned at the week's end.

Haymes, Miss Knight, the Andrews Sisters and the Modernaires all are Decca recording artists. It is believed they will stress their own new platters and also utilize the show to test public reaction to their renditions of new numbers as possible future waxings.

Erickson Seen For Y&R Boost

NEW YORK, July 9.—Tradesters this week regard the possible elevation of Rod Erickson into the No. 2 radio-TV spot at the Young & Rubicam (Y&R) Agency as a virtual certainty in the near future. He is expected to replace Frederic Wile, who left to become assistant to Sylvester (Pat) Weaver, former Y&R broadcast chief, in the National Broadcasting System's (NBC) TV operation.

Erickson, program supervisor in the department, is now handling the duties of operations supervisor, Wile's former position. The appointment will be finalized when Everard Meade, new head of Young & Rubicam's radio and TV operation, returns from his vacation in early August.

MBS Nears Ink With Sinatra For Deejay Seg

NEW YORK, July 9.—The Frank Sinatra disk jockey deal with the Mutual Broadcasting System (MBS) was reported close to signing at the week's end. The Voice met with MBS Prexy Frank White in personal negotiations this week and ironed out some of the difficulties which had blocked the deal in the past. Up until the recent pacting of Sinatra by the American Tobacco Company for a proposed five-a-week series on the National Broadcasting Company (NBC) next fall, the warbler had been holding out for an MBS deal limited to 13 weeks, so he would have a clear road to sign for something else.

Negotiations, which had stalemated because White insisted on a minimum contract covering one year, perked up again after the Luckies deal was set. Sinatra then signified his willingness to guarantee a year as platter twirler for the proposed co-op show. White, who felt a 13-week show wasn't worth expending sales effort on, now is hastening to wrap up the contract. Sinatra left Wednesday (6) for a few one-nighters in Canada and will return to New York next week, when details about time and starting date are expected to be settled.

Yourd Gets H'wood Post; CBS Expands

HOLLYWOOD, July 9.—Heralding an expansion of its Coast radio and TV operation, the Columbia Broadcasting System (CBS) has appointed Kenneth L. Yourd to the newly created position of director of program operations here. Yourd was formerly an attorney in the legal department of the CBS Hollywood office.

Martin Leeds becomes the assistant director of program operations. CBS expects to expand its TV programing here next fall.

Political Spat

HARTFORD, CONN., July 9.—A battle between Republican and Democratic judges in 69 minor courts of Connecticut over the July 1 week-end brought WDRC, Hartford, right to the scene of one of the courts for a broadcast. Connecticut Republican judges are contesting the right of Gov. Chester Bowles to appoint Democrats to succeed them, and the GOP'ers have refused to get off the bench.

Developments in Hartford Police Court were broadcast by phone over WDRC direct from the judges' office as the crisis developed at 9 a. m. Broadcast by phone was recorded by special equipment and aired immediately. Broadcast was given by Jack Zaiman, station political commentator.

Hope TV Bow Surer; Carson Kine Approved

HOLLYWOOD, July 9. — Chances for an early video debut for Bob Hope appeared bright this week, following the warm reception given by Young & Rubicam (Y&R) agency execs to the kinescope sample film made recently by Jack Carson. Hope's video future is known to depend on the quality of kine films, since his show would have to originate in Hollywood due to film commitments. Hope's contract with Paramount is said to give the comic leeway to enter tele at his discretion.

Y&R execs are known to be taking a sanguine view about getting Hope onto tele this fall, in view of the excellent quality of the kine made by Carson, using the National Broadcasting Company's (NBC) facilities. Hope's radio bankroller, Lever Bros., has become avid for tele sponsorship, and is close to signing with NBC to air *The Clock* next fall.

Tobey Raises Question at FCC Hearing

Public Protection Stressed

By Ben Atlas

WASHINGTON, July 9.—A question of whether the Radio Corporation of America (RCA) and Columbia Broadcasting System (CBS) are talking over an epochal deal in which RCA would acquire CBS's color television was raised this week by Sen. Charles Tobey (R., N. H.) at a stormy hearing which is expected to have an even stormier round next Wednesday (13).

Commissioner Edward M. Webster, on the stand at the time, emphasized, however, that the Federal Communications Commission (FCC) would withhold approval of any color system until it was shown that receivers capable of using it also were compatible with black-and-white. He stressed that the public must be protected against having to junk current sets, and said that converters must be produced which, at a minimum cost, would enable present sets to receive color. Webster added that any color system adopted must be kept within the six megacycle spread.

Accusing the FCC of bowing to RCA and other industry titans and delaying commercial color television, Tobey tossed into the record of a Senate Interstate and Foreign Commerce Committee hearing Wednesday (6) for the first time a reported rumor that RCA might acquire CBS's six-megacycle-width color TV system and change the whole outlook for color TV. Tobey said that, if the deal goes thru, color TV will come into use so rapidly it will "make our hair curl."

Webster Grilled

The surprise pronouncement came while Tobey was grilling Webster,

(See DEAL RUMORED on page 14)

NAB Hunts Reorg Blueprint

J. Paar Primed For Air Return

HOLLYWOOD, July 9.—Comic Jack Paar, last heard in a summer replacement slot for Jack Benny during the 1947 season, is being primed for a radio comeback in the fall. Gagster will wax an audition platter for the National Broadcasting Company (NBC) this week-end in a new format packaged by Frank Healy. Murray Bolen will produce the seg which will feature a top supporting cast, including Hans Conreid, Frank Nelson, Herb Vigran, Jane Morgan, Ed Mack and Billy Gray.

Paar's radio activity since the Benny replacement has been practically nil. For a spell, Paar was under contract to Jack Benny's Amusement Enterprises, Inc., drawing a reported $500 a week altho without airtime. He was later dropped and has since devoted his time to film work. If the audition passes muster, NBC will launch the show as a summer starter, and attempt to build the comic for fall bankrolling.

All Preference

WASHINGTON, July 9.—Sen. Charles Tobey (R., N. H.), who kept the atmosphere charged with dynamite during his grilling of Commissioner Edward M. Webster at the Senate Interstate and Foreign Commerce Committee's hearing on whether Webster's reappointment should be confirmed, also provided the heartiest mirth. The biggest laugh came when he asked Webster if he considered color television better than black-white.

"If you and I were shown a black-white television picture of a beautiful woman," asked Tobey, "and we saw it in color and in the flesh, and the curves and all showing up in the background, we would prefer color would we not?"

"I think you and I would, sir," said Webster.

"I," said Tobey, "would prefer the real thing—but next to that I would prefer color."

To Streamline On Long Plan, Sever BAB?

Wants TV Expansion

WASHINGTON, July 9.—In one of its most important meetings in recent years, the National Association of Broadcasters' (NAB) board of directors is hoping to come up with a preliminary blueprint next week for the association's structural reorganization (*The Billboard*, July 2). The board, at its July 11-13 confab at Wentworth-by-the-Sea, N. H., is expected to arrive at a number of conclusions for economy-streamlining, but beyond that, any structural reorganization program is seen likely to be deliberated in terms of a proposed two-to-five-year plan which, accord-

(See NAB HUNTS on page 13)

EARNINGS OF RADIO TALENT

50% of Actors Got Over 4G in '47, BLS Finds

Singers Slightly Better Off

(Continued from page 3)

singers. Only 25 per cent of the announcers made less than $3,500 and 25 per cent of the sound effects men earned less than $4,000. In the majority of the cases, BLS stated, earnings for these two classifications came entirely from radio.

The kingpins among all radio workers were the free-lance announcers, the survey showed. Only one out of four made under $5,400, while one out of four earned more than $16,000.

L. A. Best for Actors

The best place for actors was Los Angeles, where many were able to pad radio earnings with movie income. Top city for singers was Chicago, with Los Angeles and New York close behind. In the latter two cities singers affiliated with the American Federation of Radio Artists (AFRA) earned a large proportion of their income outside of radio. Two-fifths of singers in the two cities made more from flickers, night clubs and disks than they did from radio. In Chicago, however, most singers made the greater part of their 1947 money in radio.

Problem of unemployment was worst among actors and singers, BLS said, while announcers and sound effects men were seldom out of work in 1947. One-fifth of all actors were out of work for more than half the year, while one eighth of the singers had a layoff period of more than six months. For announcers and sound effects men, however, such long periods of unemployment amounted only to about 2 per cent.

The statistics were compiled by BLS from a questionnaire mailed to 3,742 members of AFRA with the co-operation of the union. Fifteen cities were covered in all.

House To Angle Probe of FCC At Legalists?

WASHINGTON, July 9. — The promised probe of the Federal Communications Commission (FCC) by House Judiciary Committee member Francis Walter (D., Pa.) will center largely around the agency's legal staff, the congressman indicated this week in a speech on the House floor. Walter accused the legalists of starting "a slow-down process."

Walter will go after the commission for its operations under the Administrative Procedures Act, which he co-authored last session. The set calls for expeditious handling of cases by regulatory agencies, and it is this provision that Walter claims the commission violates.

The second-ranking member of the judiciary group told the House that the FCC complains it is overworked despite the TV freeze and the dwindling of FM and AM bids. The lessening of the commission's workload in these fields, said Walter, has "resulted in a slow-down policy as a means of permitting a few top staff officials to retain a complete complement of lawyers so that they may exercise their bureaucratic prerogative to the fullest extent."

WNLK Promotes Local Interest With Right To Editorialize

NORWALK, Conn., July 9.—The recently acquired right of broadcasters to editorialize, since the reversal of the Mayflower decision by the Federal Communications Commission (FCC) has been utilized on a regular basis by WNLK, Norwalk, which then permits opponents of its point of view to reply. Dr. Benjamin Ginzburg, president and general manager of the 500-watter, himself writes and delivers the pronouncements, which air for five minutes on Mondays and Fridays at 6:25 p.m., and are repeated the following days at 12:30 p.m. A 15-minute rebuttal period is set aside on Tuesdays and Saturdays at 6:15 p.m.

The WNLK editorials are aimed, basically, at local issues, or those in which local interest is involved. However, Dr. Ginzburg said this week that he does not eschew national or international topics, but attempts to select those which will raise the greatest amount of home comment. The editorials are presented under the title, *In Our Opinion;* the shows utilizing reactions to them are called *In Your Opinion.*

First editorial was broadcast June 20, on the heels of the FCC about-face, and concerned itself with development of a yacht basin at Westwalk. Among other local issues covered was one dealing with the need for good men in the city government, with special emphasis on the coming mayoralty race. On a State-wide level, WNLK demanded more home rule for Connecticut cities. National-ly, Dr. Ginzburg spoke on the worsening business situation, with special reference to unemployment in the building and hard-goods industries, and he advocated a general public works program. On the international plane, he spoke out against the world government plan, which he regards as illusory and "a false Messiah."

Rebuttals to the early editorials were secured by stopping people on the street and asking their opinions. Now a more selective basis is used, with attempts to get prominent individuals to offer their ideas. Thus, on the world government issue, a leading local advocate, Norman Cousins, will be asked to reply. Individuals asked to respond are phoned and asked for their statements, or, in some cases, invited to make a tape recording. Representative citizens are sought, and they are furnished with copies of the editorials to question the day before these are delivered.

One result of the editorials has been the purchase of advertising space plugging them in the local newspaper on the days the opinions are aired. Relations between the station and paper had been strained for some time, but now the station also advertizes its daily program sked as well.

Dr. Ginzburg said he may invite outside individuals to deliver guest editorials if the subject is pertinent and worthwhile, even tho the station may not agree with the opinion. He believes firmly in radio as an editorial medium, and said that it is far more effective than TV in this regard, noting that "the evolution of thought came thru language." The sound reaction of video is secondary, he pointed out, like the sound track of newsreels.

The station may sell sponsorship of the editorial time to some organization or group seeking pulpetry time. Public reaction has been so enthusiastic, said Dr. Ginzburg, that the heavy listenership has brought interest from at least one firm, the Connecticut Light & Power Company. However, the opinion would continue to be those of the station.

Ill. Labor Dept. Attempts To Mollify WJJD, AFRA

CHICAGO, July 9.—Possibility of a strike by members of the American Federation of Radio Artists (AFRA) at WJJD, local indie owned by Marshall Field, was averted this week when negotiations for a new contract opened down. As a result, the Conciliation and Mediation Service of the Illinois Department of Labor will be brought into the picture this week in an attempt to effect a settlement. If efforts of the mediator are unsuccessful, Lloyd Jones, local AFRA here, said there undoubtedly would be a strike.

The controversy dates back to 1947. At that time contracts between AFRA and WJJD and WCFL contained clauses stating that when the two stations went to 50,000 watts, negotiations for increases would be opened. In September, 1947, when the stations had gone to 50,000 watts, negotiations were reopened. In January, 1948, AFRA came to agreement with WCFL raising the announcers' scale from $91.75 to $103 weekly. Last month this figure was upped to $114.35. Scale for actors and singers was increased in ratio.

Since then, AFRA has been trying to get WJJD to accept the latest WCFL scale. Recently Art Hare, WJJD general manager, appeared before the local AFRA board and offered an increase of $2.50 per week over the current announcers' salary of $91.75.

Harre told *The Billboard* he feels he should not pay the same fee as WCFL because it is a full-time station, with a higher card rate, while his is a part-time operation. Furthermore, he said, WCFL is a part-time network affiliate (ABC) and thus should pay a rate comparable to WENR and other network affiliates here. Other 50,000-watt affiliates here, Jones stated, think the present WJJD rate gives the station an unfair competitive advantage.

Altho about 15 WJJD employees are involved in the negotiations, Harre said only the full-time staff announcers constituted point of issue. Others, he said, were name disk jockeys. Jones claims announcers who already are getting much more than AFRA scale.

Motorola Ups Production

CHICAGO, July 9.—The completion of a new 600-foot conveyor line will give Motorola, Inc., a 40 per cent increase in TV set production. Started in January of this year, the new facilities are scheduled to produce more than 1,000 sets per eight-hour day. Motorola expects to turn out over 250,000 TV sets in 1949.

CBS Shaping Unified Sports

NEW YORK, July 9.—Only slightly over a week old, the new Columbia Broadcasting System (CBS) radio and TV integrated sports department is already beginning to shape up. Walter (Red) Barber has selected a staff to work with him on CBS's Football Roundup next fall, consisting of his two sidekicks from the WMGM Dodger baseball announcing staff—Connie Desmond and Ernie Harwell, plus Warren Brown, sports editor of *The Chicago Herald-American.*

Brown will cover the Midwest football games for the CBS pigskin show, according, of course, the Notre Dame contests. The other two will be given roving assignments which will take them to the week's most important football activity. Barber will also use occasional college kids to help with sportscasting in places where no professional talent is available.

7 P.M. Line-Up

The new line-up for the sports shows on CBS-TV in the 7 to 7:15 p.m. slot is set. Bob Edge and Jack Sterling will be the team replacing Caswell Adams and Dolly Stark. Columnist Ed Sullivan was expected to be on the show, but execs in the web sports department turned the idea down.

Unlike the Edge-Sterling team makes good quickly, indications are that either a Harwell-Desmond team or Desmond and Barber will handle the evening sports program in the full.

CCBS & WGAY Fight Grows Hot on Mex. Night Channel Issue

WASHINGTON, July 9.—The running battle between the Channel Broadcasting Service (CCBS) and indie station WGAY, Silver Springs, Md., got the daylights' right to night use of Mexican priority channels grew hotter this week as the CCBS suggested that Mexico might retaliate by putting stations on U. S. clear frequencies.

The CCBS said that the "gentlemen's agreement," the basis of the squabble, provides not only that the U. S. puts no night stations on a Mexican priority channel, but that Mexico places no stations at all on U. S. clear channel frequencies. The CCBS declared that the unofficial agreement is still in force and that any attempt by this country to abrogate it might result in Mexican action.

WGAY has been contending for some weeks that the agreement is no longer effective and has petitioned the Federal Communications Commission (FCC) to hold a general hearing for the purpose of changing the rules to permit full use of the disputed channels. The CCBS urged the Commission to dismiss the request.

Freeland Appointed R&R Video Director

CHICAGO, July 9.—Fred Freeland has been appointed television director of Ruthrauff & Ryan, Inc. (R&R), it was announced this week. Freeland succeeds Fran Harris, who will be associated with the agency's Hollywood office.

Before joining R&R, Freeland was program co-ordinator of WBKB, local video station.

STATIONS DROPPING THE BARS

FCC Completes Allocations Table; 30 Channels Up for UHF, Band, Color Reserved

Weaker Signals for UHF, Lesser Areas Covered?

WASHINGTON, July 9.—Clearing the way for commercial television to go on a long-anticipated upstairs-downstairs basis for the first time in history, the Federal Communications Commission (FCC) this week whipped to completion its long-delayed proposed TV allocations table in which 30 channels are proposed to be opened for commercial video in the ultra-high-frequency (UHF) band.

The new proposed allocations table, which will be the subject of a full-dress FCC-industry hearing next month, calls for 6-megacycle widths. It is estimated that the new proposed allocation would make room for more than 1,000 black-white video stations in the UHF band, plus some 400 in the very-high-frequency (VHF) band. The plan calls for revisions of existing VHF channels in a number of cities.

UHF Weaker Signals

The plan is based on a theory that UHF stations will have a weaker signal than VHFs and that, consequently, UHF stations will be assigned heavily to secondary and lesser market areas which are now denied TV channels, altho a number of UHF frequencies are proposed to be assigned to some major market areas which already have VHF allocations.

Also the table reserves half of each band for future color video. The plan is based on a theory that color video is certain to become the dominant system in TV some day, but that such a day cannot arrive until standards are agreed upon for making reception of color TV "compatible" with black-white video in order that there will be no major economic disruption in the industry.

Under the FCC's current timetable, the broadcast industry and electronics manufacturers will be invited to a mid-August hearing on the proposed new allocations table and on proposals for engineering standards for color television. The commission figures that this would be the last major step preparatory to the FCC's reaching a final decision on video allocations.

The TV Freeze-Lift

The commission insists that the current freeze on processing of TV applications cannot be lifted until the new allocations table is promulgated, and the present timetable calls for simultaneous lifting of the freeze when the final allocations are made. This, according to the FCC, will occur sometime in October, if all goes well, but realistic observers are inclined to believe that the freeze-thaw won't take place until November or as late as December. As an example of the commission's inability to stick to its own

(See FCC Completes on page 12)

FCC Indicates Super-Power Up to Congress

WASHINGTON, July 9.—The Federal Communications Commission (FCC) will not authorize super-power for clear channel stations, it was disclosed by Commissioner Edward M. Webster in testimony this week before the Senate Interstate and Foreign Commerce Committee. Webster told the group that the question of power above 50 kw. should be decided by Congress.

The super-power question has been kicking around for two years, with the Clear Channel Broadcasting Service (CCBS) having advocated it at the clear channel hearings as a means of improving rural reception.

As to a question on super-power, Webster said, "I am not so sure now that it is not a problem that the commission has to take up with Congress." Committee members are interpreting the reply as a pledge that the FCC will not authorize super-power on its own hook.

Left to Congress

If left to Congress, there is little chance that power greater than the present 50 kw. limit will be granted. Original congressional pronouncement on the policy of limiting power was made a decade ago in a resolution sponsored by former Sen. Wallace White (R., Me.). The resolution which passed without objection stated that "it is the sense of the Senate" that power of broadcast stations shall be limited to 50 kw.

A bill amending the Communications Act to prohibit more than 50 kw. for any station was approved last session by the Senate Interstate and Foreign Commerce Committee and was reintroduced this session by committee chairman Edwin B. Johnson (D., Colo.).

DJ Skeds Anti-Trust Study; May Absorb FCC Authority

WASHINGTON, July 9.—A lengthy inquiry into anti-trust statutes which may eventually result in the Department of Justice's taking over of the Federal Communications Commission's (FCC) authority over radio broadcasting will be launched Monday (11) by a special sub-group of the House Judiciary Committee.

The study, which committee aids say may take two years, is being undertaken with a view toward revitalizing the anti-trust laws and with monopoly into one over-all piece of legislation. Committee members complain that anti-trust provisions are now contained in hundreds of laws—including the Communications Act—many of which apparently contradict one another.

The subcommittee, headed by Rep. Emanuel Celler (D., N. Y.), has expressed no opinion on whether or not the monopoly section of the Communications Act should be taken away from the FCC, but precedent for such action was set in the recodification law passed in the last Congress, when the lottery section of the Communications Act was placed in the criminal code, and its authority transferred to the Justice Department from the FCC.

Over-All Inquiry

Committee officials emphasize that the inquiry is not confined to FCC anti-trust powers but extends to all agencies having any authority over any monopoly provisions. It is figured that it may be a year before the group even gets around to the FCC, but that agency is definitely on the agenda.

If the monopoly section of the Act is finally given to the Justice Department, that will likely result in another jurisdictional dispute between the FCC and the Department of Justice similar to that which developed over the lottery shift. It is recalled that in that instance, the FCC took the position that, while prosecution of stations rested with the Justice Department, the Commission retained the right to prescribe its own regulations to advise stations of what the FCC considers to be a violation of the lottery.

Initial Study Board

For the first few weeks, the study of the judiciary group will be exceedingly broad. Slated to appear first is Attorney General Tom Clark who is to give a general outline of Justice Department policy. Later the group will go into the basic antitrust laws, the Sherman Act, followed by a study of subsequent modifying legislation such as the Clayton Act, the Robinson-Patman Act and the Miller-Tydings Act.

The subcommittee has not yet decided whether it will sit thru the summer adjournment, but it is likely that only the staff will remain in Washington to gather material for the study. Public hearings will then probably be resumed in January.

Hope & Lever Still Together

HOLLYWOOD, July 9.—Bob Hope will be back at same old stand next season for Lever Bros., despite pending arbitration between the comic and bankroller over Hope's insistence on doing taped shows next season. Hope was automatically renewed when the Lever firm allowed his option date to come and go without formal notice of cancellation.

Beef over taped shows will be heard here early in August by impartial referees appointed by the American Arbitration Association. With the sponsor holding out for live shows and Hope in favor of taped airers, both parties have agreed to abide by the ruling of the arbitration board. First round went to Hope several weeks ago when he succeeded in setting the hearing site in Hollywood despite bankroller's demand for a meeting in the East.

"Inside Brooklyn" Audition Click

NEW YORK, July 9.—The immediate click of the audition record of the quiz-giddy show, *Inside Brooklyn*, with National Broadcasting Company (NBC) execs, has them wondering whether to put the program on sustaining immediately or wait until fall to give them time to sell a sponsor. Phil Foster is the star, assisted by Josh Shelley, Phil Leeds, Stanley Prager and Joan Loring.

The situation comedy is a low-budget program, costing about $2,500, exclusive of the music, which is to be furnished by NBC. The writers are David Shaw, Frank Tarloff and Philip Rapp. Al Levy is in charge of production.

Sitch Tighter; Industry Using Old Practices

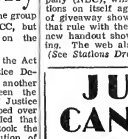
"Sell-on-Any-Basis"

NEW YORK, July 9.—The debut this week of the new *Spin To Win* giveaway show on the Columbia Broadcasting System (CBS) pointed up a growing loosening of standards among stations and webs on the type of programs and sponsors permitted on the air. Spurred by the tightening economic picture and the resultant increased competition for business among broadcasters, an entire rash of practices, going far beyond what radio has known in recent years, has begun to take shape. Some of these are on a relatively small scale, but others are on a national basis, with the webs noticeably letting down the bars in recent weeks.

Spin to Win is the most flagrant network giveaway yet, with most trade observers feeling that by comparison it puts *Stop the Music* in a class with the Philharmonic. The 45-minute five-a-weeker rolls entirely on platters and a giant jukebox jackpot of prizes handed out by emsee Warren Hull. The show is the creation of Bill Todman and Mark Goodson, who have authored other giveaways which offered some measure of listenability as well as largesse. *Spin* goes far overboard in plugging the products handed out, the free commercials amounting to much more than the maximum restrictions permitted by the code. That CBS, noted for its inventiveness and the high level of its packages, should stick its neck out by giving such a show so much time is a real commentary on the situation. Another Goodson-Todman giveaway, *Winner Take All*, is being expanded from 15 minutes to a half hour across the board starting July 18.

The National Broadcasting Company (NBC), which imposed restrictions on itself against the broadcast of giveaway shows, has tossed aside that rule with the advent of its giant new handout show, *Hollywood Calling*. The web also has dropped the

(See Stations Dropping on page 12)

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FCC Clearing Up Problems Before TV Freeze-Lift Flood

WASHINGTON, July 9.—With the lifting of the TV freeze slated for around the end of the year, the Federal Communications Commission is trying desperately to polish off decisions on several major issues in order to lighten its burden for the anticipated post-freeze video rush. Still hanging fire are such long-pending matters as multiple-ownership changes, giveaways, application procedure, spot sales reps, clear channels, the G. A. Richards case and the policy toward anti-trust offenders.

Cleaned up in recent weeks were the editorializing problem, the Avco rule and the question of time-sharing, even tho the commission is limping along with only four members, since two are attending an international conference and one, Edward Webster, went off the payroll July 1, pending Senate confirmation of his reappointment.

The commission is also tied up in the TV allocations matter, which is being given priority, and the time-consuming procedure of holding the slated mid-August hearings. Digesting the ensuing briefs and preparing new TV rules will take up much of the time of the hard-pressed FCC staff. Despite the work load, however, the FCC hopes to dispose of many of the major issues before January.

Among the earliest broadcast decisions to be announced is expected to be the final decision on giveaways. When whipped into final shape, the decision probably will be phrased in such a manner as not to cause much concern to the broadcast industry.

Giveaway Policy

In line with the policy already tentatively decided, Justice Department will be left as the final judge to determine whether an individual giveaway show is in violation of lottery laws. That agency, it is recalled, has never in the past been harsh on radio giveaways. The most publicized case in recent years was the *Pot-o-Gold* docket which came up during the chairmanship of James L. Fly. At that time, the FCC asked Justice Department to take action; the Justice Department made a quick probe and absolved the show. The same thing occurred in a half-dozen other instances.

One of the last issues to be decided may be the oldest on the FCC books, the clear channel docket. This case could have been settled by the commission a year ago had it not been for the delay requested last session by the Senate Interstate Commerce Committee. It is that group that is apparently causing the FCC to hold off now. Several weeks ago, Committee Chairman Edwin Johnson (D., Colo.) stated that the FCC had decided to rule in favor of the clears, and that he would fight such a decision. The FCC has remained clamlike on clears ever since.

Station Ad Sitch

The FCC's proposal to force advertising of every prospective station action is likely to be hanging around for some time. With industry having formed a solid front against the idea, it's one of the hottest now before the FCC.

The FCC's proposed rule limiting the number of minority as well as majority interests in AM, FM and TV will probably be adopted before winter. A likely modification, however, is the dropping of the provision limiting minority stock holdings of network and station officials.

Still up in the air is a decision on whether web activities in representing affiliates in the sale of national spot ads should be banned. It is virtually decided that no violation of current web rules has been made by any of the networks, but the question as to the advisability of writing new rules to break up the networks' rep actions is yet to be decided.

G. A. Richards Case

The FCC has two matters to settle in the G. A. Richards case, whether to proceed with hearing on charges that he ordered news-slanting on KMPC, Los Angeles, WJR, Detroit, and WGAR, Cleveland, and whether to approve the transfer of the three stations from Richards to a three-man trust. The first question has been hanging fire for more than a year, while the transfer has been pending since April.

The seventh major broadcast issue pending—that of a policy toward broadcasters cited in anti-trust actions—is almost certain to be decided in piecemeal fashion without an over-all determination being made. A separate ruling on each bid of flicker outfits cited by the Justice Department for anti-trust violations is the best method of handling the problem, in the opinion of most FCC legalists.

Wor'ster, Mass., Cheers Bus FM

HARTFORD, Conn., July 9.—Maurice Maloney, an executive of the Worcester Street Railway of Worcester, Mass., this week reported that about 99.99 per cent of all the bus drivers and riders on the Worcester Street Railway are heartily in favor of the new FM radios which are now operating on the 225 busses of the traction company.

"Of course," he added, "we expected to have some people and some of our drivers against the radios." He said, the firm received some complaints the first few days the radios were in operation, but mechanical adjustments eliminated these complaints.

The company operates its own station which feeds programs of music and periodic newscasts to the busses. One popular feature, he says, is the regular broadcast of all baseball scores.

The Worcester concern became interested in bus radios following an experiment conducted by the St. Louis Traction Company. Last fall, for experimental purposes, a few of the radios were installed in Worcester busses.

Officials of the Springfield, Mass., Street Railway report they are watching the Worcester experiment with interest, but they have no plans at present to install radios in busses there.

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Tele-Tone Promotion Drive

NEW YORK, July 9.—Coincident with the introduction of a new line of receivers, the Tele-Tone Radio Corporation is expected to launch an extended advertising and promotion campaign within three or four weeks. The campaign will include a series of television spots on video stations from coast to coast. Scripts for the spots are now being written but stations and times have not yet been set.

Yankee Net Spikes WONS Sale Rumor

HARTFORD, Conn., July 9.—Rumors prevalent here that negotiations were under way for the sale of Station WONS, Yankee Network owned-and-operated station in Hartford, to unidentified persons were denied Wednesday (6) by Thomas O'Neil, executive vice president of the Yankee Network. O'Neil said that "at various times in the past few years there have been rumors that the Yankee Network or some of its stations are for sale. We want to take this opportunity to deny that we have ever initiated any proposed sale of Yankee or any of its stations."

Attempted Leases

Continuing, the statement declared: "We recently attempted the lease of Station WAAB, Worcester, Mass., and Station WMTW, Portland, Me., but we have never sought a buyer for Hartford or any of our stations. We have been approached at various times by people wanting to make an offer for some of our stations, but these offers have never even reached the negotiation stage. This applies to WONS."

The Yankee Network consists of 24 stations. Six of this number are owned and operated by the network.

NARDA Backs Tax on Co-Ops

CHICAGO, July 9.—Strongly urging members of the National Appliance and Radio Dealers' Association (NARDA) to write their congressmen in support of Rep. Noah Mason's (Ill.) House bill to tax co-ops, unions and government-owned establishments, the NARDA's weekly newsletter to its members this week branded co-ops as "tax-eaters."

The newsletter, published as the "Appliance and Radio Dealers' News," advised NARDA members that passage of Mason's House Bill 5064 would "close the loopholes in the revenue law which permit co-ops to be tax-exempt." Association members were told that co-ops "are the only profit-making business institutions in America today who enjoy all the privileges of our government and pay nothing toward the expense of maintaining government." Dealers were told that drastic action must be taken and that it was their duty to write congressmen and senators in support of the Mason Bill.

The weekly newsletter also warned member dealers not to make the mistake of stocking too many lines of telesets "when TV comes to your town." They were advised to select one or two of the best lines they can get and then let the public know that they have the best makes. The NARDA further warned dealers that they could "lose their shirts" in faulty servicing of TV receivers, and that inventory would have to be kept as low as possible for a dealer to be able to survive the "instability" of the TV market.

CBS-TV Again Gets St. Nick Boxing Bouts

NEW YORK, July 9.—Beginning Wednesday evening, October 5, the boxing bouts from the St. Nicholas arena will be sponsored by P. Ballentine & Sons over the Columbia Broadcasting System (CBS)-TV network. Last season the ale and beer company also sponsored the fights from the Manhattan Center over CBS-TV.

CBS obtained rights to televise the St. Nick bouts from the Madison Square Garden Corporation in return for agreeing to help dissolve the Tournament of Champions, a rival fight promotion outfit, in which the web had a large interest.

New Kine Plan Spots Talent And Low Cost

HOLLYWOOD, July 9.—Top talented tele shows, developed and packaged by the William Morris Agency, will be made available at bargain rates to local video ops and bankrollers under a kine audition plan currently being set up. Designed to give likely network tele prospects a test run and kine audition, the Morris office will spotlight shows locally at "below cost" rates, seeking in return only guarantees of good production and quality kines. Agency thus hopes to build a library of kined audition films which can be used by sales staff in peddling shows to national bankrollers.

To be called *Surprise Theater*, stations or bankrollers will be taxed only for the actual cost of sets, costumes and production, plus a probable minimum talent fee. Name talent will waive usual high fees thus enabling the station to carry the series as a prestige sustainer or peddle to bankrollers as a low-cost packaged deal.

Among shows earmarked for *Surprise Theater* are packages featuring following Morris office clients: Billie Burke, Sterling Hollaway, Zasu Pitts, Marcy McGuire, El Brendel, Bela Lugosi, Pinky Lee and Actors Lab and Pasadena Playhouse dramatic orgs. All shows will be one-showing deals only and the Morris office retains exclusive rights despite preem test runs.

CBS, Markle Sever Contract

NEW YORK, July 9.—The Columbia Broadcasting System (CBS) contract with Fletcher Markle for his directorial services was canceled recently by mutual agreement, at the request of the director. Markle, who formerly directed the *Ford Theater* over CBS, was brought here from Canada about three years ago by the net.

His contract was believed to have a year and a half to run. Insiders also claim that CBS paid Markle about $2,500 to get out from under the pact. The megger is now in Paris. When he returns there is a good possibility he will turn his talents to films.

NLRB Calls WCMV Interstate Commerce

WASHINGTON, July 9.—The National Labor Relations Board (NLRB) this week reaffirmed its ruling that radio stations are engaged in interstate commerce regardless of the fact that their broadcasts may be strictly within a State. The Board rejected a plea of WCMV, Canton, O., that it does not come under the Labor Relations Act and ordered it to hold a collective bargaining election.

The NLRB said that the station subscribes to a national wire service, handles national advertising and carries baseball games originating outside of Ohio. For those reasons, said the NLRB, WCMV is engaged in interstate commerce "within the meaning of the National Labor Relations Act."

Satenstein Makes Mostel Film Series

NEW YORK, July 9.—Frank Satenstein is making a series of one-reel films for TV and home consumption which will star comedian Zero Mostel. The movies will be built around Mostel's comedy routines.

Mostel will receive a salary and a percentage of the profits as his share of the deal. Official Films will distribute for home use.

Top Nielsen Ratings

May 15-21, 1949

Current Rank	Previous Rank	Program	Current Rating Homes (000)	Current Rating %	Points Change
Evening, Once-a-Week					
1	1	Lux Radio Theater	10,408	26.5	—0.4
2	2	My Friend Irma	7,619	19.4	—0.9
3	4	Walter Winchell	7,030	17.9	+0.3
4	3	Godfrey's Talent Scouts	6,834	17.4	—1.8
5	17	Suspense	6,480	16.5	+3.6
6	10	Crime Photographer	6,363	16.2	+2.4
7	5	Jack Benny	6,323	16.1	—1.4
8	23	Day in Life of Dennis Day	5,931	15.1	+3.0
9	29	Judy Canova	5,852	14.9	+3.7
10	15	Mr. Keen	5,695	14.5	+1.6
11	18	Bob Hawk Show	5,459	13.9	+1.3
12	6	Fibber McGee and Molly	5,459	13.9	—2.5
13	20	Your Hit Parade	5,420	13.8	+1.3
14	8	Our Miss Brooks	5,263	13.4	—0.6
15	26	Amos 'n' Andy	5,263	13.4	+1.7
16	24	This Is Your FBI	5,224	13.3	+1.3
17	34	Fat Man	5,184	13.2	+2.3
18	35	FBI in Peace and War	5,145	13.1	+2.2
19	42	Hallmark Playhouse	5,145	13.1	+3.0
20	7	People Are Funny	5,106	13.0	—2.7
Evening, Multi-Weekly					
1	1	Lone Ranger	3,810	9.7	+1.1
2	2	Beulah Show	3,338	8.5	+0.7
3	4	Jack Smith Show	3,103	7.9	+0.9
Weekday					
1	2	Arthur Godfrey (Ligg. & Myers)	4,202	10.7	+1.4
2	3	Young Widder Brown	3,653	9.3	+0.3
3	1	When a Girl Marries	3,613	9.2	—0.2
4	7	Right to Happiness	3,495	8.9	+0.6
5	6	Backstage Wife	3,495	8.9	+0.5
6	12	Pepper Young's Family	3,417	8.7	+0.7
7	4	Our Gal, Sunday	3,338	8.5	0.0
8	16	Arthur Godfrey (Nabisco)	3,338	8.5	+0.9
9	8	Stella Dallas	3,338	8.5	+0.2
10	5	Ma Perkins (CBS)	3,260	8.3	—0.2
11	9	Wendy Warren	3,142	8.0	0.0
12	13	Big Sister	3,142	8.0	+0.3
13	10	Portia Faces Life	3,142	8.0	0.0
14	18	Rose Mary	3,103	7.9	+0.4
15	17	Guiding Light	2,985	7.6	0.0
Day, Saturday					
1	1	Armstrong Theater	3,967	10.1	—0.3
2	2	Grand Central Station	3,378	8.6	—1.2
3	3	Stars Over Hollywood	3,142	8.0	—1.4
Day, Sunday					
1	2	Quick as a Flash	2,828	7.2	+0.2
2	1	True Detective Mysteries	2,749	7.0	—1.5
3	3	House of Mystery	2,278	5.8	—1.1

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Handling of Films for TV Becomes Flourishing Biz

NEW YORK, July 9.—A new business, growing out of the increasing complications of television broadcasting, has been flourishing recently, with every indication that it will mount in importance with continued growth of video. The handling, routing and storage of films for television, one of the biggest headaches of agencies, sponsors and networks, has become a major function of Modern Talking Picture Service, which formerly specialized in distribution of non-theatrical films. Frank Arlinghaus, who heads Modern, currently has contracts to handle the entire film output of four major agencies, with several others now interested in signing for the service.

Batten, Barton, Durstine & Osborn (BBDO), Young & Rubicam (Y&R), J. Walter Thompson (JWT) and Biow all subscribe to the Arlinghaus deal, following a period in which the snowballing problems of routing filmed programs and spots to stations became a giant migraine. Agency vice-presidents who found mysterious rolls of 16mm. film in their incoming baskets, when they should have been sent to a Los Angeles station, soon brought the matter to a head, and the agencies decided to call in Arlinghaus.

Still Experimental

The setup which resulted admittedly still is in the experimental stage. The objective for the first year is a streamlined operation exemplifying simplicity. Every time one of the agencies wants anything done with film, they fill out the necessary part of a multiple form supplied by Arlinghaus, and he then ships, stores, cuts, edits and routes to one or more stations, as directed. A complete file card system tells Arlinghaus exactly where each film is at any time. Arlinghaus now is handling 15 sponsored programs and dozens of spots for the agencies.

Charges for the service also are on a temporary basis. Arlinghaus bills each agency for each form instructing him to do something with a film, with a flat rate for each instruction, regardless of what action is entailed. He is keeping a time record of effort expended on each operation, and at the end of the year, a tabulation will be made to determine a fair rate, and whether clients have been overcharged or undercharged. The contracts for future service will be renegotiated at that time, with new terms based on the findings.

TALK OF THE TRADE

The Columbia Broadcasting System (CBS) has shifted three of its salesmen in its radio sales division; **Edwin Buckalew** becomes manager of radio sales in San Francisco, **Henry Fynn** joins the New York sales staff and **Richard Elpers** will take over as manager of radio sales in Los Angeles. . . . **Dr. George Crothers** has assumed the post of CBS director of religious broadcasts, replacing Elinor Inman. . . . **William H. Howard**, former veepee in charge of publicity for Macy's, joins Young & Rubicam as a veepee. It is believed he will be an account executive in the retail field. . . . At the same agency, **Everard W. Meade** becomes director of radio, succeeding Sylvester (Pat) Weaver, who resigned to become a veepee at the National Broadcasting Company (NBC) in charge of TV. . . . **Hubbell Robinson**, veepee in charge of programing at CBS, to Bermuda for two weeks beginning July 8.

WNYC, New York, non-commercial municipal station, celebrated its 25th anniversary July 7. . . . **Sterling North**, emsee of "Books on Trial," aired over WMGM, New York, joins The New York World-Telegram as literary editor. . . . **The Marlin Firearms Company** has shifted the advertising of its razor blade division to the Duane Jones Agency. . . . **Sir William J. Haley**, director-general of the British Broadcasting Company (BBC), arrives in New York July 9 for a one week visit, his first since 1943, to scan U. S. video methods. . . . **Jack Tyl Denney** will head the Film Equities Corporation's stepped-up agency promotion plans. . . . **Ward Wilson**, radio comedian, emsee, actor and sportscaster at WMGM, celebrated his 25th year in radio last week.

Samuel Meek, veepee and director of the J. Walter Thompson Agency, has been awarded the Navy's Distinguished Public Service Award for his "outstanding service to the United States of America during the past war." . . . NBC's graphic division of its research department has been transferred to the advertising and promotion department. . . . **Nancy Donovan**, versatile night club singer, replaces **Patsy Lee** as vocalist on the American Broadcasting Company's (ABC) "Breakfast Club" for three weeks beginning July 11. . . . CKNW, New Westminster, B. C., has signed contracts with two top U. S. bankrollers—**Colgate-Palmolive-Peet** for spot announcements and **Procter & Gamble** for a 15-minute show.

The Pathfinder magazine has appointed **John Ball**, WOL, Washington, record expert as its music editor. . . . **The Stadler Packing Company**, Columbus, Ind., has renewed its contract with WCSI-FM for exclusive broadcast rights to all of the Columbus high school sporting events. . . . Formerly with WWJ and WWJ-TV, Detroit, **Harriet Trost** has been added to the continuity staff at WLW, Cincinnati. . . . **Edmund Pilla** joins the sales staff of WCOP, Boston's ABC outlet. . . . **Marilee Carlson**, program director of WITH, Baltimore, was married July 2 to **Tom Considine**. . . . The Goebel Brewing Company has signed for 26 weeks of co-operative sponsorship of the **Harry Wismer** sports show over WXYZ, Detroit, ABC outlet. . . . WMAS, CBS affiliate in Springfield, Mass., will erect a new office building in that city.

SHORT SCANNINGS

WFMY-TV, the Greensboro, N. C., video station, has affiliated with CBS, DuMont, ABC and NBC. . . . **New York University** is giving a five-week course in basic television studio production at WPIX, New York. . . . **Charles Edward Bell**, former manager of WGCG, Chester, S. C., has been named production manager of WBTV, Charlotte, N. C. . . . **Bob Bendick**, former CBS director of special events for radio and TV, has authored, with his wife, **Jeanne**, a tome titled "Television Works Like This," to be published in August by Whittlesey House. . . . **C. J. Wittling**, director of administration for the DuMont network, is on a trip that will take him to several of the network's Midwest affiliates.

Guy Wadsworth has been added to the sales staff of WLW-D, Dayton. . . . WSB-TV, Atlanta, has sold the Telenews-INS daily newsreel to Eastern Airlines. . . . **Gene Klavan**, top Baltimore disk jockey, has joined WAAM-TV.

Will Roland, former Columbia Broadcasting System (CBS) director, is setting up his own radio and TV package outfit, with a children's video show his first property. Roland goes to Europe in October to purchase some shorts and documentaries for TV. The radio and TV industry has gone all out and donated plugs and time for filmed spot announcements to publicize the baseball game July 26 at the Polo Grounds between teams of leg-amputees and arm-amputees for the benefit of the **National Amputation Fund**.

Micky Sillerman joins the Frederic Ziv Company as special sales representative. . . . **Fred Herbert** is the new manager of Cinemart's Park Avenue studios. . . . **Curtis Canfield**, professor of dramatics at Amherst College, to direct for the National Broadcasting Company (NBC)-TV this summer. . . . **Kitty Carlisle** will star in a dramatic show on TV called "Tea With Kitty." Package is being peddled by **Muriel Campbell**. . . . **Anne Stern**, former radio publicist with Denton & Bowles, marries Boris Bittker, associate professor of law at Yale University, July 27.

Home Paymeter TV Ready for Market

NEW YORK, July 9.—Just two days after test-marketing a coin meter plan for teleset sales, the Crosley division of Avco Manufacturing Corporation announced that the "pay-as-you-see" plan would be introduced nationally next week. As introduced thru the May-Stern store in Cincinnati, the plan offered the sets for purchase by "100 families of good reputation and credit standing."

The Crosley "visimeter" is installed with each receiver purchased and provides the user with one hour of video for 25 cents. The money deposited in the meter by the set owner will be collected periodically and applied against the purchase price. A 10 per cent down payment is required from purchasers.

The program marks the first offer by a major TV manufacturer to install video sets on a meter plan similar to the refrigerator purchase plans of prewar days.

GLOSSY PROFESSIONAL
8x10 PHOTOS
IN QUANTITY
Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 14th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.
MULSON STUDIO
Box 1941 Bridgeport 1, Conn.

Breakfast With Burrows

Reviewed Monday (4), 9:30-10 p.m. Sustaining via Columbia Broadcasting System (CBS). Writer-director-producer, Aba Burrows. Cast, Abe Burrows and Doro Merande. Music, Milton DeLugg. Vocal group under direction of Lynn Duddy. Announcer, Bern Bennett. Guest, Binnie Barnes.

At his best, Abe Burrows is one of radio's sharpest wits. That he also is a showman of first calibre was evidenced by the bright and always entertaining show he turned out as the first of a new 30-minute series. Freed from the restrictions of a quarter-hour airer which bound him in the past, Burrows turned up with a hilarious, swiftly paced stanza which should be around for quite a while if the quality holds up.

The latter point is raised only because in his round of guest appearances, and even on the opening of this new series, Abe dipped into his files for one of his standard musical satires, which by now have become well-worn classics, albeit classics. It is to be hoped that Burrows does not become so bogged down with the details of shaping each week's production that be can't spare a few moments to evolve new classics.

No Coffee and Toast

The first show had Burrows devote a few opening moments to reassuring the audience that this is to be no husband-wife coffee-and-toast stanza, tho it is supposed to be originating at Abe's apartment, "located high above the ceiling price." He glibly passed over the fate of his last show: "In radio, when your option gets dropped, it's the equivalent in another business where the employer says, 'I'll trouble you for the keys to the washroom.'" From that time on, the sbow sailed.

Doro Merande, legit thesp, turned in some hilarious bits as the dead-pan maid who thinks Burrows a little crazy. She had some tart comments to make on radio in describing her "limited" listening fare, all soapers using the same plot. Another bit, between Burrows and a grocery man, was hilarious. The top feature of the show, however, was Burrows' gargling of his own music, in his old number, *Brooklyn, USA*, and in his impressions of how MGM would mangle *Hamlet* by producing it as a technicolor musical. Binnie Barnes, guesting on the show, lent a potent assist on the latter, which was brightened by such bits as an opening that went, *Hello, Denmark, Hello*, and a description of Hamlet as a guy who didn't like his mother's second husband, "a sort of Danish Margaret O'Brien."

A Real Winner

Miss Barnes, always dependable for a good comeback, said she was going to Italy to make a film, but not at Stromboli, which she described as a dull place with no amusements. When Burrows asked why, then, the place seems so conducive to, uh— — Binnie quickly interjected: "What else is there to do?" In all, the opener was a real winner as ticklish entertainment, with no need to fall back on the stale yocks and slapstick antics which mark so many alleged comedy shows. Milton DeLugg's small group was fine for the music, and Lynn Duddy's vocal group also shone. No sponsor can go wrong on this one.

Sam Chase.

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"WE DELIVER WHAT WE ADVERTISE"

The Billboard Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

Leave It to Joan

Reviewed Monday (4), 9-9:30 p.m. Sustaining via CBS. Producer-director, Dick Mack. Writers, Al Gordon, Jesse Goldstein, Jeck Harvey, Marvin Marx. Announcer, Bob Lemond. Music, Lud Gluskin. Cast: Joan Davis, Joseph Kearns, Lou Merrill, Elvia Allman, Sara Berner, Herb Vigran, Bob Jellison, William Grey.

Joan Davis is making her umpteenth comeback in this new vehicle, provided by the Columbia Broadcasting System (CBS). As a comedienne, Miss Davis has her points, but they are not particularly well brought out in this show, just as her past few series have had difficulties. The situations are just plain contrived and tired, and some of the gags left even the studio audience cold.

The current opus concerns the doings of Joan, whose pater is a cop who (a) has bad eyesight, (b) bas just been promoted to the post of desk sergeant and (c) boasts how tough he's going to be with offenders haled before him. If this telegraphs what's to come, the program did so even more flagrantly. Natch, Joan herself was picked up as "Society Jenny," notorious shoplifter, and brought before the old man, who of course didn't recognize her and went thru the bard-talk routine he'd been practicing since the start of the show, in tossing her into durance vile.

In the end, Joan not only is released, but thru her scatter-brained antics unknowingly talked the department store which had her arrested into offering a $12,000 check for not bringing suit. When she realized, finally, what went on, she settled for $400 and a job. If this uninspired plotting is the best that can be expected, it is likely that CBS will have to dream up yet another Joan Davis experiment soon. Her talents merit a better break than she's getting.

Despite the shortcomings of the initial airer, American Tobacco decided to take a fling at bankrolling Miss Davis's switch from her past gag-routine antics, for Roi Tan cigars. It's possible the sponsor may have some suggestions for a revamp to strengthen future outings.

Sam Chase.

Voices and Events

Reviewed Sunday (July 3), 5:30-6 p.m. EDT., Sustaining on NBC. Style—Naws program presenting voices and sounds from selected voices of the week. Director, Frank McCall; producer, Bill Brooks; editor, James Fleming.

The National Broadcasting Company (NBC) has come up with a first rate idea in this news show. This Sunday afternoon program sumarizes the week's news, but, more important, it brings to the radio listener some of the voices that have been creating the news during the preceding seven days.

This latter aspect of the program is its chief attraction. Hearing Alger Hiss, Judith Coplon, John L. Lewis, Sigmund Engel (the love pirate) made the preem a fascinating experience.

Much of the news was brought to the listener thru NBC correspondents who interpreted and talked about what they had seen. All kinds of topics are discussed from Hollywood to the fight between the Catholic Church and the Czechslovakian government, but a predominance of the news was political.

The best part of the show was the dialog between Sigmund Engel, the 73-year-old Romeo and his questioners. To the query, "Which kind of women do you prefer?" Engel honestly replied. "Those with the most money." One of the objects of his affections also was heard warning the girls to beware of men.

The news side of the show was okay, but the feature end seemed so much better that more development of it might be indicated.

James C. Fleming competently edited the presentation. *Leon Morse.*

Mama

Reviewed Friday (July 1), 8-8:30 p.m. EDT. Sponsored by General Foods for Maxwell House Coffee via CBS-TV, N. Y. Producer-director, Ralph Nelson (in association with Carol Irwin); writer, Frank Gabrielson. Cast: Peggy Wood (Mame); Judson Laire (Papa), Malcolm Keen (Uncle Chris), Ruth Gates (Aunt Jenny), Dickie van Patten (son Nels), Rosemary Rice (daughter Katrin), Iris Menn (daughter Dagmar).

CBS has a winner in *Mama*. Blessed with inspired casting, tasteful production work and intelligent scripting, this show is one of TV's more inspired situation comedy efforts. Artistically above reproach, the preem performance was happily devoid of soap opera histrionics yet the program's potent commercial possibilities as a big family draw are obvious.

Frank Gabrielson's first script, based on the characters in Kathryn Forbes' best-seller, *Mama's Bank Account*, retained the nostalgic, warmly human flavor of the original. Authentic sets and costumes helped sustain this mood and gave a life-like illusion to the saga of a Norwegian family living in America at the turn of the century. Props for the kitchen-living room set were remarkably detailed.

Friday's plot centered around Mama's efforts to help Papa become a citizen so the family would be real Americans. Balked by Papa's bashful refusal to attend naturalization school, Mama went instead and taught Papa his lessons at home. The whole family gathered in the kitchen to help Papa cram for his finals. After a suspenseful scene in the examiner's office, the story followed thru to its logical conclusion as Papa won his citizen papers.

Good Thesping

Tear-jerking was held to a minimum, but the script earned some honest heart tugs when Mama and Papa solemnly repeated their oath of allegiance, while the camera flasbed closeup views of their happy family. Restrained underplaying was mainly responsible for the sincere emotional impact of this scene.

Sparked by Peggy Wood's sensitive, perceptive portrayal of Mama, the rest of the cast turned in some believable thesping, and didn't once trip over their Scanic accents. Judson Laire as Papa, and Rosemary Rice as the daughter who remembered, were particularly outstanding.

Camera work was smoothly unobtrusive thruout.

This show was sustaining, but Maxwell House Coffee takes over as sponsor shortly so CBS threw in a free plug for G. F. The Hanse family has the usual Norwegian pash for coffee and the script often calls for the actors to pour out a cup of java and drink it down with gusto. It's a repugnant thought, but the sponsors are sure to commercialize this natural plug.

June Bundy.

Olsen and Johnson

Reviewed Tuesday over WNBT and tha NBC Television Network, 8-9 p.m. Sponsored by Buick Motor Division, General Motors, via Kunder Agency, Inc. Agency supervisor, Ed Cashman; TV producer, Frenk Bums; commercials, Norman Nash; sets and lighting, Frederick Fox; costumes, Ernest Schraps; stage manager, Jess Kimmel; music, Al Goodman; director, Ezra Stone; with Ole Olsen, Chick Johnson, Marty May, others.

Well, it's happened. The two mad guys have taken it from vaude to the legit, to the road, auditoriums, films and now television. Pretty much the same, too, only it's too soon to tell whether it will enjoy some, any or all of the phenomenal success that the Olsen and Johnson brand of insanity has enjoyed since it first whammed onto Broadway, 'way, 'way back in 1938.

The reason for the big question mark is the difference between video and the movies, and video and a stage presentation, whether it be in a de luxe filmer or a Broadway legit. Simply put, it simmers down to the fact that the contagious factor prevalent in the pre-TV kinds of show business doesn't obtain in one's own bome. The intimacy and contact you get sitting in a theater while Ole Olsen prances around the aisles dealing out pigs and bath tubs and what not is visible but remote on that TV screen. It may not apply to all of the O and J pratfall type of humor, but it applies to a lot.

New Material Problem

Then there's also the question of how long O and J can come up with new or reasonably new stuff. In showbiz circles, nearly all their TV premiere stuff was standard, altho undoubtedly it was new to the vast majority of the tele audience. But again, unlike a theater, they can't repeat the routines too much in video, and how long can you stay insanely funny. In this brand of comedy, if that's the right word, O and J rank alone, and if they or their crew can come up with a persistent degree of inventiveness, and the home audience can savor a greater degree of participation, they should make it. So it's an "iffy" review—so's the show.

Once that unfunny, draggy opening got over with, the preem pelted right along. The opening was a film, supposedly of people going into the show, only the people were a typical parade of O and J stooges. It was slow, and repititious; worse yet, not funny. But once the inside insanities began, the show picked up. The hoofing of a crack team of Negro tappers, unbilled, provided a good break, and cues the fact that a little more straight vaude will help in providing both a change of pace and taste. And some strictly theater stuff should be dropped—the usher roaming all over the house trying to seat a hapless pair, didn't come off, since you can't encompass an entire house in your home as you can in a balcony or orchestra. But, as indicated, the show was virtually a direct transplanting, stooges, props and all, of the O and J stuff.

In addition to a sight commercial—the name Buick on a backdrop thruout most of the show—there was an unvideo-like but good commercial midway, featuring the Buick Riviera. In word and camera shot, the spiel presented a highly intriguing, luxury-approach pitcb with indisputable impact.

Jerry Franken.

8x10 PHOTOS IN QUANTITY
New fully automatic equipment assures faithful REPRODUCTIONS, of highest quality and uniformity.
FAST DEPENDABLE SERVICE
LARGE-QUANTITY PRICES
—ON—
SMALL-QUANTITY ORDERS
6½¢ EACH IN LOTS OF 100
Still Lower Prices in Larger Quantities
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TV DRAWS LATE AUDIENCES

Wash. "Post," CBS Reported Seeking WOIC

WASHINGTON, July 9.—A rumor that Eugene Meyer, chairman of the board of *The Washington Post*, is angling to buy WOIC, Washington Bamberger TV station, is making the rounds here. No confirmation has been made by either party, however. Bamberger soon will open WOR-TV, New York.

It consummated, the deal presumably would turn WOIC over to joint control of *The Post* and Columbia Broadcasting System (CBS), which *The Post* holding 55 per cent of the stock. *The Post*-CBS combine has been trying without success for some time to get the Fredericksburg, Va., channel shifted to D. C. A petition for the shift is presently pending before Federal Communications Commission.

WOIC, assigned to Bamberger Broadcasting Service, Inc., is presently carrying numerous CBS programs, but is expected to cut down on them when the Bamberger New York station, WOR-TV, goes into operation.

Lever Dickering For "The Clock"

NEW YORK, July 9.—Lever Bros. this week was close to a deal for *The Clock*, video dramatic series with the National Broadcasting Company (NBC). The show currently is airing at 8:30 p.m. Monday nights, and probably would start under soap firm's banner next fall.

Kine Audition Set For New Comedy Seg

HOLLYWOOD, July 9.—A kinescope audition of a new tele comedy series tagged *Pibby Hoolihan* will be filmed in New York next week with actor Arthur Shields in the starring role. Shields, currently featured as "The Bookshop Man" in the Lucky Strike *Your Show Time* tele pic series, will trek to New York to rehearse and do test run.

Show will be an Irish situation comedy, packaged by George Corey and J. Richard Kennedy. Package is being repped by James Saphier Agency in Hollywood.

ABC Signs Karloff For Fall TV Series

NEW YORK, July 9. — Horror thesp Boris Karloff was signed this week by the American Broadcasting Company (ABC) to do a TV series starting in September. The program, tentatively titled *Conflict*, will have Karloff portraying a different role each week. The deal was set with the Music Corporation of America (MCA).

Karloff had a brief TV run a couple seasons ago, but his show was yanked because it was considered too horror-laden.

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No Order Too Small or Too Large. Enlargements mounted, 50x60, $3.00; 30x40, $2.00. Photo post cards, 5c. 24-hour service. Mail orders coast to coast. Write, Call. Free Sample Kit.
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Survey Mirrors AM Listening Decline in Coast Tele Homes

HOLLYWOOD, July 9.—Nighttime radio's rapid death at tele's hands is underscored in the results of a survey conducted here by Woodbury College, which sent out 500 of its students for a door-to-door canvass of 1,500 television homes. Tabulations point to the conclusion that set owners claim they "practically never" listen to their radios at night since acquiring a video receiver, while 30 per cent said they use their radios a "great deal less" after dusk. Thirteen per cent said night radio gets "a little less" of their attention, while only 6 per cent say TV has in no way interfered with their nighttime radio habits. An eyebrow raiser was 1 per cent of the sampling which claimed night radio now has more of their attention. Explicit explanation for this is fact that TV keeps more people at home after sundown.

Other Interesting Results

Make of TV set in use: Philco, 21 per cent; RCA, 19; Admiral, 12; General-Electric, 7, and all other makes, 41 per cent. Favorite tele station: KTLA, 36 per cent; KNBH, 24; KECA, 27; KTTV, 21, and KTSI, 15 per cent. An average of 4.4 persons view each set, broken down into 42 per cent husbands, 36 per cent wives, with 11 per cent for kids and 11 per cent for hubs. Most liked TV shows find husbands favoring sports by 31 per cent, Milton Berle by 20 per cent, wives by 21 per cent, and all other shows getting 28 per cent. Wives favor Milton Berle by 20 per cent, music and films by 15 per cent, sports winning 10 per cent of distaff audience, with all other type shows getting 24 per cent. Kids give Judy Splinters the top vote of 10 per cent, but equally favor Western and Berle programs, while Dagwood Cassidy gets 8 per cent of kid interest.

Viewers like commercial plugs in the following order of popularity: Stix, 33 per cent; Texaco, 21; Chesterfield, 6, and all others, 35 per cent. Sixty-seven per cent of sampling react favorably to type of commercials now in use, while 27 per cent found fault with tele television and 2 per cent expressed indifference. Sixty-five per cent say they stay home more since acquiring a video receiver; 32 per cent claim tele has made no change in their home habits. Seventy-seven per cent admit television is more important before tele set ownership, while 28 per cent report no difference. Of those lost to movie houses, 34.6 per cent said would take better pictures to bring them back to the theaters, 11.8 per cent want lower theater admission, while 21.3 per cent said nothing can be done to renew their movie interest.

Plug Preferences

On type of tele plugs preferred, 13 per cent favor demonstration, 7 per cent want instructional-educational commercials, while 80 per cent held varying opinions. Asked if they would like to pay a fee for specific current film programs, 66.2 per cent were willing to pay for special film shows, 25.3 per cent would pay from 78 cents to $1, while 25.4 per cent would pay from 25 to 50 cents per show.

Of all forms of entertainment, which do telecast owners favor? Twenty-five per cent would like good movies, 24 per cent go for sports, 15 for comedy shows, 13 like variety shows, while 23 per cent had various suggestions. Football leads among sporting events with 49 per cent, while wrestling gets 25 per cent, baseball 20, boxing 17 and ice hockey 10 per cent. How about teevee in autos? No, say 86.6 per cent, while 10.9 per cent would go for it.

The survey is the first in a contemplated series of video set owner studies by Los Angeles' Woodbury College.

Next mass survey will soon be started, with results to be released October 1. Survey is being conducted by students in research, public relations and biz administration, a college spokesman said.

Can TV Pay Coy 60G, If He Ankles FCC for TBA?

WASHINGTON, July 9.—A longstanding rumor that Wayne Coy may resign as chairman of the Federal Communications Commission (FCC) to take a $60,000-a-year job as head of the Television Broadcasters Association (TBA) was entered into the official record of a Senate Interstate and Foreign Commerce Committee hearing Wednesday (6).

The reference was made by Sen. Charles Tobey (R., N. H.) while he was questioning FCC Commissioner Edmund Webster, whose appointment expired June 30 and whose reappointment is subject to committee hearing. Tobey raised the issue when he was asking Webster whether TV is highly profitable. When Webster averred that most reports show no profits, Tobey said:

"Well, assuming that Mr. Coy takes the position that he is reputed to be taking, that of the TV group at a salary suggested of $60,000 a year, where is that money going to be raised from if television is not profitable?"

"Well," answered Webster, "maybe it is a bookkeeping proposition that they're saying it is in the red. Maybe he gets the money from some other part of the industry. I do not know."

"You mean some other part of the industry, some other radio interest?" asked Tobey.

"I do not know whether his salary is charged against television or not," said Webster. "I have no way of knowing."

Peak Dialing After 10 P.M., Survey Shows

Sunday Only Exception

PHILADELPHIA, July 9.—Video sponsors may be overlooking a terrific opportunity by insisting upon securing time in the so-called "prime" time periods between 7 and 10 p.m., research by Sindlinger & Company indicated this week. The Philadelphia organization, which utilizes the Radox electronic instantaneous rating method, said that, ever since the advent of daylight saving time, a considerably larger number of television receivers are in use after 10 p.m. than before that hour.

The Sindlinger research was all done in Philadelphia. However, that city's sets-in-use (SIU) average last winter so closely approximated the national level that there is little reason to believe the conclusions of the current study are not universal. Major conclusion is that, during the summer at least, maximum level of SIU does not begin until 10 p.m. This holds true on every night of the week except Sunday, when so many web shows are lined off during the heart of the evening.

Peak After 10 P.M.

The Radox method, which has direct telephonic connections with AM, TV, FM and phono sets, permits the research staff to note exactly when a set is tuned in and to what station. Sindlinger noted that the peak number of sets generally are tuned on at 10 p.m., altho in some instances the SIU reaches its highest level even later. On the other hand, the 7 p.m. time, usually considered excellent, mainly has a SIU figure of 40 per cent of viewers, or lower. Whether the late-hour tuning is merely a hot-weather phenomenon, with viewers seeking the cool outdoors during the early evening, or indicates something more fundamental can be determined until fall. But it is obvious that for the present, at least, the later the better is the byword so far as reaching the most TV homes is concerned.

The Arthur Godfrey show, aired from 8 to 9 p.m. Wednesdays over the Columbia Broadcasting System (CBS), has a highly regarded time spot. This Wednesday (6), SIU during that hour, covering not only the Godfrey show but its competition as well, totaled 57 per cent in Philadelphia. Yet, at 10 p.m., SIU had risen to 62 per cent.

Typical Week's SIU

Analysis of a typical week shows that this is no isolated instance. Breakdown of seven successive days shows a similar trend on all but Sunday.

(See *VIDEO DRAWS* on page 13)

SHOWMANSHIP COUNTS
And when you send a big, beautiful Moss photo of yourself, that's Showmanship! Moss is a password among big timers.
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PLaza 7-3930

N. Y. Racing Assn. May Bar TV at 5 Tracks Next Season

NEW YORK, July 9.—Indications this week are that the New York Racing Association will not allow the races at its five local tracks to be televised live next season. At present the National Broadcasting Company (NBC) televises two races each Wednesday and Saturday from the various tracks, one the feature of the day and the other, generally, the race before.

However, since NBC only has the rights for this season and no option has been given for next year, the racing association now is mulling over the future of televising from its parks. While no decisions have been made, insiders feel that such rights will soon be given to an advertising agency to merchandise, probably on a film basis.

Options had been given in the past to networks for sale of evening film showing of the races. However, they were unable to come up with sponsors interested enough to pay the bills. Nevertheless, the feeling among racing officials is that a filmed evening program would have the twin virtues of creating racing fans by showing them the races and not detracting from the attendance by showing bettors the actual races via video at the moment they are run.

Track Attendance Off

Tho attendance is off about 13 per cent at the New York tracks this season, the racing execs do not blame it on TV. They do feel, however, that people are not coming out to the tracks and betting when they can see the featured race on TV in the comfort of their home or at the neighborhood bookie.

Since it is the amount of dough wagered that makes money for the track, that is naturally the prime consideration. And since most of the money bet generally is on featured races, now shown on TV, racing execs feel they are being hurt.

FCC Completes Allocations Table

(Continued from page 7)

timetable, the FCC this week was so badly bogged down in detail that it was compelled to delay over the week-end on a public announcement of its proposed new allocations table even tho Commissioner Edward M. Webster had promised the Senate Interstate and Foreign Commerce Committee earlier in the week that the plan would be announced by yesterday (8).

The proposed new allocations table is based on an assumption by the FCC that there is no video anywhere but in the present VHF band and in the assigned UHF band. The industry will be invited by the FCC to testify at the mid-August hearing on all phases of the proposed new allocations and on all phases of color television standards. The commission has committed itself to a policy of assigning no stations for color video until standards have been adopted, and the commission intends to ask the industry for latest findings as the result of demonstrations in experimental color TV usage.

H. Hopper TV Seg in Test Run

HOLLYWOOD, July 9.—National Broadcasting Company (NBC) will launch the first kine test runs of a new Hedda Hopper TV show within the next several weeks, following completion of a series of film tests which were made for and approved by Miss Hopper. Show being assembled by KNBH programers here will be built into a top-name weekly variety airer, featuring at least three motion pic and radio stars weekly, with columnist Hopper as emsee.

Show will carry a top budget and will be aimed at fall kine bankrolling. Because of the heavy talent and production nut, web will shun sustaining airings, holding off the debut until a sponsor is snagged. Airer will be packaged by Lee Crosby and Derha Harshbarger.

New Gargan Pact With U. S. Tob.

NEW YORK, July 9.—Bill Gargan this week signed a new pact with U. S. Tobacco Company, thru the Kudner Agency, for a tele version of his new *Private Eye* series, to air on the National Broadcasting Company (NBC). The deal follows on the heels of a radio deal with the same sponsor for a series to tee off on the Mutual Broadcasting System (MBS) August 7, in the 4:30 p.m. Sunday time. The video stanza will be slotted either Thursday or Friday nights on NBC, with best bet that it will get the 10 p.m. Thursday period, following Kudner's Olsen and Johnson show for Buick. The Gargan show probably will start late in August, with the comics slated to move from their current 8 p.m. Tuesday Berle time in September.

The sale was consummated following a personal pitch by Gargan, who formerly was handled by agent Ken Dolan, and has stirred up a fuss between Dolan and Gargan. The latter formerly was featured in another whodunit, *I Deal in Crime*, featuring the detective character of Ross Dolan, aired over the American Broadcasting Company (ABC). When this show was dropped, following inability of agent Dolan to land a sponsor, Gargan reportedly came East and, armed with airchecks of the program, sold Kudner radio-tele chief Mike Kirk on the idea of a new series.

Because he was by-passed completely, and because the new show is said to be similar to the old, Dolan is known to be considerably miffed, altho it is understood he has no contract with Gargan. However, he is known to be awaiting the new show to see whether there is sufficient resemblance to the old detective opus to warrant legal action.

The Dolan agency was involved on the opposite end of another beef a few seasons ago when it made a deal for the *Johnny Modero* whodunit with MBS. That show was regarded as a lineal descendant of the *Pat Novak for Hire* series, which had been airing on the Coast over ABC.

CINCINNATI, July 9. — U. A. Latham has been named general sales manager of WKRC-TV by Hulbert Taft Jr., executive vice-president of Radio Cincinnati, Inc., which also operates AM Station WKRC and WCTS, an FM outlet. Latham held a similar post with WKRC since 1944. He joined the station in 1935. Rapid expansion of television was given by Taft as the reason behind the shift. Roger Read, who was acting sales manager until commercial operation could start, and Frank McNeeley remain with the TV station as sales executives.

Stations Dropping the Bars; Industry Using Old Practices

(Continued from page 7)

ban on early evening mystery shows which it instituted as protection of the younger set from the contaminating influence of freely spilled gore.

More interesting still, however, was the contract signed last month by the key New York outlet of the network, WNBC, with a patent medicine client, a type NBC has eschewed for many years. A 15-minute morning strip is now bankrolled over the station by Kyron reducing tablets from 9:45 to 10 a. m. five times weekly. The show, in essence, is a soap opera with medical overtones, dramatizing case histories from a medic's clientele.

Religious Shows

Commercialized religious shows have not been airing on the networks, with the exception of the Mutual Broadcasting System (MBS), for some time. However, recent program losses have forced the American Broadcasting Company (ABC) to take on such shows. On June 19, the web began two such programs: *Old Fashioned Revival Hour*, aired from 8 to 9 a. m. Sundays by the Gospel Broadcasting Association, and the *Voice Of Prophecy*, sponsored by Prophecy, Inc., from 9:30 to 10 a. m. Sundays. ABC also recently snared a patent medicine account, Serutan, from MBS, with Victor Lindlahr switching to ABC starting September 5. Last week, the Southern Baptists signed to take over the 3 to 3:30 p. m. slot Sundays on ABC starting in October.

ABC's New York outlet, WJZ, moved into the all-night disk jockey class when Symphony Sid, bop platter spinner, switched over from indie WMCA on June 20. Some of the sponsors on this show plug such products as hair straightener for kinky tresses, a cold wave for "rougher" hair and a "waterproofing cream" to keep wavy hair pressed. Another participating sponsor is the Meat Cutters School of Manhattan.

Time Brokers

The situation on the indies shows a similar trend. Charges of rate cutting and discount deals have been particularly prevalent in the past several weeks. Emil Mogul, head of the Emil Mogul, Inc., advertising agency, charged recently at the Foreign Language Broadcast Clinic, that time brokers have been having a field day in the alien lingo field. Mogul said that brokers, who were supposed to have been booted out of the industry long ago, are functioning as program producers or emsees, are contracting for blocks of time with stations, then selling to sponsors at as much as 40 per cent off card rate.

Other deals known to radio in past years, which seem to be making limited comebacks, include sale of shows or spots on a per-inquiry (PI) payment basis, rather than by regular contract. Payment on the basis of mail orders instead of at card rate is still another gimmick pulled out of the mothballs. Only two weeks ago, the Southern California Broadcasters Association's committee looking into such activities threatened to drop PI and rate-chopping offenders from the org.

It is expected, unless a hand is taken by the industry itself or the Federal Communications Commission, that the current situation may prove only the beginning of a "sell-on-any-basis" period, what with most economic pundits forecasting tougher times still to come.

RCA Issues New TV Repair Guide

NEW YORK, July 9.—Further aids for television service technicians were announced this week by RCA Victor, which issued a new type of handbook for TV repairmen and installed the third of the company's dynamic demonstrators in the RCA Institute here.

The new handbook is called the RCA television *Pict-o-Guide* and is a loose-leaf album of photos showing common operating troubles encountered in TV receivers. Comparison of the photos in the *Pict-o-Guide* with the picture on the screen of a faulty TV receiver, helps the serviceman identify the source of the trouble. The handbook is available thru RCA, RCA Victor and Cunningham electron tube distributors.

Functioning as a working blueprint, the television dynamic demonstrator is actually a complete operating TV receiver with circuits, tubes and other components on a vertical panel. The first demonstrator was installed in RCA's Camden, N. J., headquarters and another is being set up at the company's West Coast training center in Hollywood.

Carson TV Test Satisfies Y&R

NEW YORK, July 9.—The program department of Young & Rubicam (Y&R) is well satisfied with the quality of the sample kine made of the Jack Carson half-hour TV show, which is to be submitted to the Jello division of General Foods for sponsorship. No commitments have been made by Jello, but indications are that the strong kine showcase will earn Carson a pact with his former sponsor.

Y&R sent its best creative talent to the Coast to make the film transcription. Everard Meade, new head of the Y&R radio and TV department, was in charge of production, and Roland (Bill) Gilette handled the directorial chores. The nets will be asked to proffer availabilities.

Strike Over, So Ruppert's Airing

NEW YORK, July 9.—Recent ending of the beer strike here has meant a windfall in Ruppert beer business for nine Eastern video stations in four cities. The brau firm has given the green light for airing of five-minute Ziv films, *On the Sports Page*, either preceding or following top sports events covered by the outlets, including baseball, fights, wrestling, roller derbies and golf.

Business has been placed with WCBS, WNBT, WJZ-TV, WABD and WPIX in New York; WPTZ and WCAU-TV, Philadelphia; WNAC-TV, Boston, and WNHC, New Haven, Conn. Commercials to run with the films will be rotated, with the Ted Nemeth Studios, New York, making a batch of new plugs to supplement those now on hand. The Biow Agency placed the business.

NBC Issues New Video Rate Card

NEW YORK, July 9.—The first National Broadcasting Company (NBC)-TV rate card, released this week, offers one hour on 34 stations for $10,900. Of these 34 outlets, 21 are interconnected and 13 are not. The top hourly rate—$1,500—is charged by WNBT, New York, with the second highest rate of $625 charged by WPTZ, Philadelphia. KNBH, Los Angeles, has the highest rate for non-interconnected affiliates—$600 per hour.

The NBC-TV primary network consists of 19 stations which cannot be bought singly, but must be bought as a group. The rates quoted are gross rates and apply from 6 to 11 p.m., Mondays thru Fridays, and from 1 to 11 p.m., Saturdays and Sundays. Three quarters of the gross rates is charged from 5 to 6 p.m., and one half the gross rates apply all other times. The minimum time period sold is five minutes.

TV DIE FOR BASEBALL WHEFF?

ABC, Law Firm Offer Ideas, as FCC Mulls TV

WASHINGTON, July 9.—As the time for Federal Communications Commission (FCC) to make far-reaching TV decisions grew nearer, broadcasters are taking an increasing interest in FCC deliberations, with both the American Broadcasting Company (ABC) and the law firm of Haley, McKenna & Wilkinson getting into the act this week.

The legalists urged the FCC to take into consideration the use of synchronization and offset systems to minimize interference in the very-high-frequency (VHF) range and that use of ultra-high-frequency (UHF) be limited for three to five years.

Status of UHF

Insufficient evidence concerning UHF is available, said the law firm, and for that reason the upper band should be used only to supplement VHF in some 30 cities. The present VHF allocations system can be maintained without raising the separation distance in most cases, said Haley, McKenna & Wilkinson, if the FCC will require the use of carrier offset, provide for directional antennae and allocate stations on the basis of power actually needed rather than setting an arbitrary standard of 50kw. Directional antennae for receivers would be helpful in some areas, the legalists also stated.

ABC recommended that the Commission invite the industry to submit up to date information on directional antennae, both transmitter and receiver. Present data are "meager" said ABC, and additional data will permit the Commission "more adequately to appraise the extent to which the public will receive good television service from stations assigned pursuant to the allocations standards to be adopted."

Video Draws Late Audience

(Continued from page 11)

Wednesday (15): 8 p.m., 37 per cent SIU; 9 p.m., 43 per cent SIU; 10 p.m., 60 per cent SIU; 10:45 p.m., 58 per cent SIU.

Thursday (16): 7 p.m., 16 per cent SIU; 10 p.m., 54 per cent SIU; 10:45 p.m., 46 per cent SIU.

Friday (17): 7 p.m., 23 per cent SIU; 10 p.m., 59 per cent SIU.

Saturday (18): 8 p.m., 38 per cent SIU; 9 p.m., 50 per cent SIU; 10 p.m., 60 per cent SIU (estimated).

Sunday (19): 5 p.m., 40 per cent SIU; 6 p.m., 4 per cent SIU; 7 p.m., 16 per cent SIU; 8 p.m., 45 per cent SIU; 9 p.m., 47 per cent SIU; 10 p.m., 38 per cent SIU.

Monday (20): 8 p.m., 19 per cent SIU; 9 p.m., 57 per cent SIU; 10 p.m., 66 per cent SIU; 11 p.m., 65 per cent SIU.

Tuesday (21): 6 p.m., 23 per cent SIU; 7 p.m., 21 per cent SIU; 8 p.m., 33 per cent SIU; 10 p.m., 52 per cent SIU; 10:45 p.m., 66 per cent SIU.

Of particular interest is the report on Sundays from 40 per cent at 5 p.m. to a low of 4 per cent at 6 p.m. with a steady rise thereafter until after 9 p.m.

The significance of this research probably will not be lost on advertisers and agencies. The networks already have disposed of most major availabilities prior to 10 p.m. With a realization of the current value of time after that hour, a new interest in late evening programing is expected to develop among sponsors.

NAB Hunts Reorg Blueprint; Question Raised at FCC Hearing

(Continued from page 5)

ing to one source, might embrace a reorganization or the eventual transfer of the recently created Broadcast Advertising Bureau (BAB) to a quasi-independent status similar to the relationship of the Bureau of Advertising in the American Newspaper Publishers Association (ANPA). In other words, as soon as the BAB becomes a self-supporting operation it would be divorced from the NAB's departmental structure and, instead, would function independently under the NAB president, offering service to NAB members on an annual fee basis.

The board's discussion will center around preliminary recommendations arrived at by the structural reorganization committee, headed by Clair McCollogh, which meets at West-worth-by-the-Sea today (9). General belief is that the board will be unable to promulgate a sweeping reorg plan at this next week, beyond issuing a general policy statement and some economy proposals. The main objective, however, will be to get a sound blueprint in the works so that the NAB can march into TV and keep a "proper relationship" between TV and aural broadcast activity, in fact, the McCollogh committee itself has had difficulty coming to agreement on a definite plan, but the committee has agreed on economy trimming wherever possible and is in support of the BAB proposal which comprises (the Billboard, June 4).

The board is expected to give its approval to a crusade for recruits, the biggest membership drive by the NAB in a decade.

In discussing the BAB, headed by Maurice Mitchell, the board is convinced the Bureau is a sound investment, and the board has given a go-ahead for expansion of Mitchell's administrative crew from the present staff of three to 10 in the New York office alone, which opens next week. Mitchell himself will demonstrate a new slide-film package on "How To Turn People Into Customers" at the board meeting and again Thursday in New York.

Swift To Nix Ross TV Show in August

NEW YORK, July 9.—Swift this week definitely has decided to drop its Thursday night Lanny Ross video show on the National Broadcasting Company (NBC), effective August 4. The ment firm had held off final decision hoping for an upturn in business, but a scanning of the latest quarterly report of the packing industry forced it to take the step. The firm decided, however, to continue sponsorship of its portion of the breakfast club TV show on the National Broadcasting Company (ABC).

It is considered possible that altho Swift will do no organizational network TV sponsorship, it may bankroll some local shows for specific products.

Philco To Return to NBC-TV on July 17

NEW YORK, July 9.—Philco this week set its TV return for July 17 on the National Broadcasting Company (NBC), with a series of one-hour dramas thru September 11, after which it will begin its new Book-of-the-Month Club series. The initial airer probably will feature Melvyn Douglas in *The Five Lives of Mr. Gordon.*

It is believed that the BAB could not be shifted to quasi-indie status for at least a year. As a self-operating bureau, it would enable the NAB budgeteers to make a substantial saving. The BAB now has a budget of $170,000. The board will get a complete report on the NAB's economic status from the finance committee, which meets Sunday (10), and the membership situation will get a thorough going-over at that time.

The newly appointed committee on standards and practices, which met yesterday (9) is agreed that an educational drive should be instituted for voluntary code compliance, and proposals are being turned over to the board for inaugurating an awards setup to give national recognition for such performance by stations.

'Iron Curtain' Vs. Negro in Radio Charged by Lee

(Continued from page 3)

ney indicated only six Negro engineers work in all radio, along with six women (four part-time, two full-time), six announcers and a few actors, who work sporadically.

The CNA charged that while the Columbia Broadcasting System "has made it a policy to delete offenses to Negroes by religious groups," the National Broadcasting Company and the Mutual Broadcasting Company "still remain guilty." Lee's remarks added that he does not blame the broadcast industry alone for the situation. These facts, he said, "are part of the general oppression of Negro-Americans." He told that "those who control all cultural media are responsible" for the lack of opportunity for the Negro and called for adherence to the Mayflower decision, with operation of facilities "with objectivity and without bias."

Coast Grid Tele To ABC for 77G

HOLLYWOOD, July 9.—American Broadcasting Company (ABC) plucked the local pigskin plum of the west-coast TV loop to the 11 home games of University of Southern California (USC) and University of California at Los Angeles (UCLA) for an impressive kick-off of its owned-and-operated KECA-TV.

ABC will pay $77,000 for the rights, but has sold the games to Hoffman Radio Corporation for $80,000. KECA-TV, on September 16 with the UCLA vs. Oregon State game.

Last week, Dorothy Thackrey's KLAC-TV paid $75,000 for the viewer hypo, but carried the grid events on a sustaining basis. Also Times-Cibb station KTTV paid $100,000 for Rose Bowl (included AM network broadcast rights) which the station used for its kick-off telecast New Year's Day.

Hoffman's bankrolling USC-UCLA games makes the radio-tele set manufacturer one of the heaviest West C. ast tele spenders, putting its budget over the $100,000 mark.

KECA-TV's USC-UCLA grid telecasts will be picked up in San Diego by KFMB-TV (ABC affiliate), with Hoffman paying the bill for the San Diego coverage. Sponsor and station hadn't reached definite terms at press time.

May Be Off Screen Before Another Year

Fight Over Nights & Sundays

(Continued from page 3)

others, to determine how tele has hit their take. The consensus is that night and Sunday games have been hurt very little, if at all. However, the take at weekday contests had fallen off, some sports moguls declare, because most business folk no longer take a few hours off from work to make the trip to the ball park but, instead, go around the corner to the nearest tavern for a few beers and catch a few innings on the screen. Station execs remind, however, that a good ball club will draw any time, while a poor one will have trouble every date.

Going Selective?

What some baseball toppers are known to be considering is a television contract which would permit showing only of games which are already certain to sell out or to draw big crowds of which the club is capable. These would include night tilts, Sunday games, holiday tilts and possibly Saturday contests. The remainder of the sked, including weekday games, would not be covered. The feeling is that thru offering the limited sked as bait, some new customers may be added to the regular video trade which might otherwise flow thru the turnstiles.

This plan already was placed into effect this season by the St. Louis Cardinals. Other clubs are known to be thinking about continuing their present video contracts in the future after suffering poor gates thus far this season, which has drawn far below expectations.

Possibilities

The major problem with such a plan is that the stations, already beset with tight schedules, would rather junk coverage of the night engagements for day games only. Faced with a reverse offer, the possibility exists that baseball telecasts will black out entirely in some cities next season. There will be a particularly rough squabble over this blueprint in cities where there are few stations, and where those carrying baseball are affiliated with more than one network. Obviously, the increasing number of top commercial shows which will be available during the summer as expected increased local business, will make it mighty tough to pry open any gaps in the prime nighttime periods.

Net result may be that, in 1950, pro baseball will go the way pro football seemed will be heading generally in the the fall of 1949—out the window.

Jack Smith Show Is TV Candidate

HOLLYWOOD, July 9.—The Oxydol division of Procter & Gamble will make several kine versions of the Jack Smith show when it returns to the Columbia Broadcasting System (CBS) AM network facilities next fall. Smith is on at 7:15-7:30 p.m. across the board, with Margaret Whiting and Dinah Shore alternating as his co-singers.

If the kine versions of the program are successful, the program will be presented on TV about the beginning of 1950.

Deal Rumored By RCA, CBS On Color TV

Would Protect Public

(Continued from page 5)
whose nomination by President Truman for reappointment to the FCC is awaiting the Senate Interstate and Foreign Commerce Committee's recommendation for confirmation. Demanding to know why the FCC has vacillated thus far on color television, Tobey suddenly asked Webster: "Have you had a suggestion made to you by the grapevine or any other way that RCA and Columbia are now dickering over Columbia's right to color? Have you heard that?"

"No," Webster replied, "that is news to me."

Tobey continued: "And if the dickering goes thru we will see color television on the market in a very short time, so rapidly that it will make our hair curl."

Webster repeated that he hadn't heard about it, adding that commercial color TV couldn't come about until standards are adopted by the FCC. Tobey pointed out, however, that the FCC could "co-operate" with RCA if they said color video was ready. Webster insisted that they "would have to come to a hearing along with everybody else."

Tobey then declared: "Columbia has been very slow to push its color, has it not? They have said they wanted it to come, but when it comes down to practicality, they have not been pushing, knocking at the door vigorously, to demand color. They are rather quiet in their advocacy. Is that right?"

"Well," replied Webster, "there is another way you can look at it, and that is . . . they protest a little too much, in my opinion . . . They keep telling me all the time they are not interested and so forth. What they are doing behind the curtain, I do not know."

FCC Lag Cited

Earlier in his testimony, Tobey demanded to know why the FCC has not undertaken its own research to hasten color television instead of bow' ᵍ to the industry's findings. Webster asserted that FCC lacks sufficient funds for that, and he added that he didn't think the FCC was now required to undertake much research along that line because "color is here."

The Senate Interstate and Foreign Commerce Committee's hearing on Webster, besides bring the color TV issue to the fore, bared for the record a bitter division in the FCC which reaches down to personalities and involves the fate of John A. Willoughby as acting chief engineer of the FCC. Asked by Tobey whether a majority of the commission a few weeks ago decided to fire Willoughby, Webster said be had never "heard that." Webster testified, tho, that he considered Willoughby only "average" and that he would like to see him replaced.

Tobey asked: "Mr. Willoughby is one of the few who has been openly for expanding television and for going into color, to the discomfiture of RCA?"

"I have never yet heard him express himself," answered Webster.

Willoughby for Color

"Is it now known in the profession or trade, as you want to put it, that he is a strong proponent for expanding television and for going into color?" asked Tobey.

"I have heard that expressed," said Webster.

Tobey, after pursuing this point further asked, "That being so, if it was in matter of fact, and confirmed, it would be to the discomfiture of certain interests, would it not?"

Webster agreed "it might well be, yes, sir."

Tobey insisted that the FCC's rejection of standards for color TV two years ago was a serious error and he demanded to know if FCC's findings are based "upon the fact sub rosa or a subconscious attitude that the present standards are based exclusively on the patent claims of RCA." Tobey intimated that a turnabout in FCC's attitude on color TV could develop from an arrangement between RCA and CBS which would make color TV immediately feasible.

How They're Selling Them

THE NATIONWIDE heat wave once again kept television and radio advertising in the daily papers to an absolute minimum. Air conditioners, electric fans and refrigerators were featured in most ads. There was little or no record advertising, and TV ads, for the most part, were all slanted pricewise.

"SAVE. TELEVISION CLEARANCE. Savings up to 50 per cent. All tube sizes up to 10-inch. New 1949 models. Every set carries a full factory guarantee. Limited supply." Among the RCA Victor, Stromberg-Carlson, Admiral, Westinghouse, Emerson and Tele-King sets listed were table, consolette and console combination models. Both list and "our special" prices were prominently displayed.—Bes-Jay Stores, Chicago.

REMOTE CONTROL TELEVISION! Swank downtown department store heralds introduction of Industrial Television, Inc.'s (ITI) new Century telereceiver at $795, plus installation. "Avoid television acrobatics" by using ITI's exclusive remote control tuning box which enables viewer to control set from any location in the room. Big 120-square-inch screen eliminates clusters of uncomfortable chairs heaped together in order that everyone can see. Industrial Television formerly specialized in sets for hotels, schools and hospitals, and now invades the home market.—Bullock's, Los Angeles.

TWO PHOTOS OF EQUAL SIZE—ONE clear and one foggy, were the eye-catchers in a four-column by six-inch ad headlined "How Does Television Look in Your Home? Like This? . . . or Like This?" The rest of the ad copy read: "The world's best television shows are available to you. If you are not getting good, clear pictures on your set on all Cincinnati TV stations call CH 7974. We guarantee a good, clear picture on your receiver.—Television Department, Holub & Hogg Company, Cincinnati.

"TELEVISION! BY CONTINENTAL" AND a photo of the table set shared equal billing in a small ad that offered the set, with 62-square-inch picture at $139.95. Ad also featured "RCA licensed" and a rental plan at $2.50 a week.—Les Wheeler, Buffalo.

MIRROR-TONE THREE-WAY PORTable radios were advertised for "only $17.05—battery $2.65 extra" by a four-store jewelry chain. Ad carries "manufacturer's list price, $32.00 (with battery). "Lowest price ever" copy also offers a time-payment plan. — Nat Weisberg, Buffalo.

"TELEVISION IN YOUR HOME TOnight" is the message in huge hand lettering, driven powerfully home by a full four-column ad that is unusual in relative simplicity of text and layout. Qualities of the set were given generally in superlatives—"out-pulls, out-plays, out-performs every other receiver on the market," with emphasis on the feature of simple operation—"one-knob picture control." The key of the ad campaign was the statement that "over 100 factory technicians" were awaiting a call for a "free home demonstration." The use of dramatic layout made the ad a sure attention-getter.—Munts TV, Detroit.

450 PHILCO TELE SETS SELLING FOR $1.65 each! Tie-in sale, started several weeks ago, continues as dealer offers a table model Philco TV receiver for $1.65 with purchase of Philco's Model 1475 three-way combo. Shipment "ordered direct from Philco factory." Terms of only $5.25 per week with all prices at "guaranteed factory list." Flashy ad layout plays up a saving of $209.50 on the tie-in deal.—Platt Radio Store, Los Angeles.

Instruction Spots For TV Owners Near

WASHINGTON, July 9.—The special TV spot program series to brief owners on set operation moved a step nearer actuality this week as the Radio Manufacturers' Association (RMA) appointed a special subcommittee to work out details.

The group will work with the Television Broadcasters' Association (TBA) to put out a series of spots designed to cut down on service calls by passing out tips to set owners.

Sets' Obsolescence No Danger: Webster

WASHINGTON, July 9.—The latest avowal from the Federal Communications Commission (FCC) that current manufactured television sets are in no "abnormal" danger of obsolescence came this week from Commisioner Edward M. Webster at a hearing before the Senate Interstate and Foreign Commerce Committee.

Webster, who is being subjected to a hearing on whether his reappointment to the FCC should be confirmed, made the assertion on TV sets in answer to a question from Sen. Charles Tobey (R., N. H). When Tobey asked if the public is given a warning of the changes in TV that will bring about drastic changes in sets, Webster said that TV, like other arts is a changing one and that to issue warnings about this would invite economic instability.

"The only way in which to get the industry going," said Webster, is to have the public buy sets."

New Products and Prices

Two new Sparton TV sets introduced this week are a 10-inch table set to retail at $199.95 and a 12½-inch table model at $249.95. . . . Bendix announced two new TV sets, price reductions and longer discounts to dealers. The new models are consolettes with 61 square-inch screens. The mahogany set lists at $239.95 and the lime oak at $249.95. Model 325M8 radio-phono-TV console has been reduced from $629.50 to $399.95 with higher discount to retailers. . . . Admiral is producing a radio-phono table set that plays both Columbia LP and RCA Victor 45 r.p.m. seven-inch disks automatically. The plastic set will list at $49.95. . . . Admiral also announced a TV console with 12½-inch tube to retail at $299.95, fully $100 less than the model it replaces. . . . Carbonneau Industries, Inc., has announced the Playsall record player, which is said to convert any phonograph into a 3-speed changer. The attachment lists at $14.95. . . . Federal is now producing a 16-inch consollette priced at $399.50.

Personnel Changes

John H. Carmine, vice-president in charge of distribution for the last two years, has been elected executive vice-president of Philco Corporation. . . . Joseph H. McConnell has been elected executive vice-president of Radio Corporation of America. He was formerly vice-president in charge of finance. . . . Charles M. Odorizzi has been named vice-president in charge of service of RCA Victor. . . . Irwin Guttman has been appointed sales engineer for the Television Equipment Corporation. . . . Charles W. Snider has been appointed advertising and sales promotion manager for the Sparton radio-television division of the Sparks-Withington Company. He formerly was assistant to Harry G. Sparks, president of the parent company.

Dealers Lack Interest in Chi Mart Showing

Accessories Accented

CHICAGO, July 9.—In general, the dealer reaction at the American Furniture Mart and Merchandise Mart was apathetic. Most radio-phono-TV retailers who attended the showing stayed clear of increasing inventories because of the general economic uncertainty, the expectation of new fall models and the increasing fear of further price cutting.

Altho the opening days of the showing saw attendance ahead of last January and last July figures, total attendance at the end of the week was down from the last market. Dealers, it was felt, realized that they would not be seeing much in the way of exciting new TV sets, and the week actually ended with some talk about a desire to discontinue the summer market next year.

Of interest at the Midwest markets was the large volume of displays by manufacturers of tables and similar accessories for use with television sets. Generally noticed was the theory that the TV set has become the center of home activity and, therefore, the center of furniture arrangements. Chairs, lamps, tables, etc., designed for grouping around TV sets, were heavily shown. Sales of this type of merchandise were good, too, with dealers feeling that additional money could be made thru sales of these accessories.

The dealers who did attend the showing weren't doing much buying at all. Even those dealers from areas still awaiting their first video station were "shopping." There is little doubt that the industry's pricing situation has so completely confused retailers that they are not willing to gamble on anything. Until such time as prices become reasonably stabilized, radio and television dealers felt that they would have to keep inventories at an absolute minimum and concentrate their selling efforts on a very few "profitable" lines of sets.

Quaal and Johnson Disagree on Radio Service in Ishpeming

WASHINGTON, July 9.—Ward Quaal, Washington representative of the Clear Channel Broadcasting Service (CCBS), denied allegations made in a letter sent this week to acting Chairman Rosel Hyde, of the Federal Communications Commission (FCC), by Chairman Edwin C. Johnson, of the Senate Interstate and Foreign Commerce Committee. Johnson called attention to Quaal's testimony at a recent hearing (*The Billboard*, June 25) and said that Quaal had mentioned that his home town, Ishpeming, Mich., was a "white area" receiving insufficient radio service. Johnson claimed in his letter to Hyde that Ishpeming receives not only excellent primary service from its home station, WJPD, but also gets service from 14 other radio stations considerable distances away.

Quaal disputed Johnson's statement, declaring that the signals of most of the stations mentioned by Johnson could not be heard in Ishpeming except possibly under rare "freak" atmospheric conditions. Quaal said "the only station with primary service in Ishpeming both day and night is WJPD," and that its signal does not extend beyond eight miles at night and 24 miles in daytime. Quaal said his father, S. E. Quaal, is a minority stockholder in this station and that Ward Quaal himself was instrumental in getting the station started.

DECCA SETS CLEARANCE SALE

½-Off Drive Is Spurred by Victor Results

6-Week Push Starts July 15

NEW YORK, July 9.—Encouraged by the successful results of the RCA Victor month of June 50-per-cent-off list-price clearance sale (see other story this page), Decca Records this week prepared to run off a six-week 50 per cent discount sale of its own. Decca will offer all of its album stock of pre-January, 1949, releases to the public at half-price (plus tax) and will sell these sets to the dealer at 65 per cent of list, leaving a considerable margin of profit for the dealer. The sale period will begin July 15 and run to September 1, at which time the price of the Decca merchandise will return to its regular retail tag.

The move of Decca, the only unaffiliated disbery in the big three of the disk biz, is being construed in most disk biz quarters as a complete acceptance of the clearance sale as a new factor in the record industry. The clearances are a general practice in most other small-unit mass-volume industries, it wasn't until Victor ran its first mass clearance sale in June that the disk business ever attempted such a move. And tho the Victor sale gave rise to many dealer squawks, the results show that the diskery created a great volume of business during a normally slow

(See Half-Off Drive on page 23)

Cap Managers Huddle in H'w'd On Sales Plans

HOLLYWOOD, June 9.—Three major factors are being weighed by Capitol's branch managers and execs meeting here over the week-end: (1) Sales planning and merchandising policy for the remainder of this year; (2) discussion and planning for company's operational activities; (3) meetings with repertoire department in planning a salable product.

According to a Cap spokesman, current sessions are routine in nature and part of the firm's regular semi-annual get-togethers. Heretofore, they were held in Chicago immediately following the National Association of Music Merchants' (NAMM) convention in June. Since the NAMM conclave was moved to New York and is being held the latter part of July, Cap execs felt it would be best to do fall-winter sales planning now rather than wait for the end of the NAMM convention.

Presiding over meetings are Glenn Wallichs, Cap prexy; Floyd Bittaker, veepee and national sales manager and Robert Stabler, assistant to Bittaker. Branch managers attending include Paul Featherstone, West Coast regional manager; Bill Hill, Eastern head; Ray Mansfield, Midwest, and Vic Blanchard, Southern regional manager. Cap laughed off bad biz talk, stating it was in the strongest financial condition in its history. Hollywood sessions, it was said, are not to be interpreted as anything but a routine session. Furthermore, meetings have been found to be of such great value that Cap will now hold them more often, possibly on a quarterly basis, a spokesman said.

Editorial

All Eyes on Decca

With the announcement by Decca of a 50 per cent-off sale, the trade is being informed indirectly that it is no longer wise nor logical to blame slow 78 shellac sales solely on general business conditions and the summer slump. It is apparent that the new record speeds have been a factor; that these new speeds have had some effect on consumer thinking.

For the dealer, a word of warning is necessary here. Tho he must recognize that the industry is on a three-speed basis, it would be foolhardy for him to give 78 the brush. This is still his bread and butter business. And buttressing this business are nearly 17,000,000 78 players. The arrival of the new speeds, tho, in no sense implies selling 78 short. Rather, the wise dealer will by all means stay in the 78 business strongly, but in a carefully controlled manner. More of this anon.

To return to Decca, that company's decision has been a tough one. Its vast catalog of top-selling albums has necessarily meant an accumulation of inventory at the factory and distributor level. This inventory problem has been greatly complicated by Decca's conscientious efforts to sell dealers on the fact that the Decca name is synonymous with fast turnover and low inventory. Thus Decca and its owned-and-operated branches carry the inventory load and the dealer is relatively free. The dealer, then, is in a good position to make a profit from the sale, at the expense of Decca. But making a profit in the immediate Decca sale at hand should be secondary to the sale's deeper meaning.

Facing Changed Conditions

It means Decca is selling out its 78 shellac inventory. It's cutting them hundreds of thousands of dollars. It means Decca feels a decision on new speeds must be made. It means Decca is going to see or both of the new speeds not too long after the sale is completed in September.

What should the dealer do?

He should realize that if Decca—the last of the Big Four—has decided to face squarely to changed conditions posed by the new speeds, he—the dealer—should do the same. He had better unload as fast as possible and try to make as much profit as possible out of the reduced trade prices.

The dealer should realize the new speeds are here to stay—not 33 or 45, but 33 and 45. Thus, the more players he gets out, the sooner the record business is going normal. And if he tries to give preference to one speed over another, he is golng to confuse the customer and delay recovery.

Finally, and to reiterate, only the foolhardy will slight 78. Pop hits are going to come and go many times before both speeds are in every home and have replaced 78 turntables. Any dealer who does not buy pop hits regularly cannot build new sales and profits. He will cut down traffic in his store. Now, more than ever, the dealer needs that traffic to sell the new speeds. Every 78 customer is a prime new speed prospect.

Utah Symphony Rescued by Jive

SALT LAKE CITY, July 9.—The bop element came to the rescue of two longhairs here, when a program of *Save the Symphony* was in the doldrums and the promoters of the Utah *Symphony* turned to the dance crowd for assistance.

Unable to secure the necessary funds by subscription, by appeals to the State Legislature, and by concerts and radio appearances of symphonic groups, the music foundation let down the bars and let in the jive.

Approximately 3,000 jammed Jerry Jones's Rainbow Rendevu for some "Save the Symphony" rug-cutting, and turned in approximately $10,000 for the use of Maurice Abravanel and his 85-piece symphony. Entertainment was furnished by Tex Ritter, movie star; Dazzle Collins, KALL disk jockey; Emerson Smith, emsee from KSYL, and Fielding K. (Smat) Smith, a local Fred Allen. Dell Bush's house band furnished the dance music.

Duchin Transfers To Harmony Label

NEW YORK, July 9—First orkster to transfer to the new low-priced, direct-sale Harmony label from the parent Columbia diskery is Eddy Duchin. Duchin, whose recording activity has been at a minimum since his return to the band business about a year ago, sometime next week will slice his first sides for Harmony, whose product is merchandised and sold thru Eli Oberstein's Varsity Records organization, and will be assigned only current top pops.

Duchin joins half a dozen other former Columbia artists including Jerry Wayne, Rosemary Clooney, Janette Davis, Pearl Bailey and Julie Wilson on the Harmony label. It is expected that a few other of Columbia's large orkster roster will wind up on the 49-cent line.

Foley, Valando Named to ASCAP Appeals Board

NEW YORK, July 9—The American Society of Composers, Authors and Publishers (ASCAP) this week filled two new members, publishers Charles Foley and Tommy Valando, to its board of appeals in the annual elections for the six-member board. Max Mayer, an incumbent publisher board member, was re-elected to round out the three pubber representatives.

Valando and Mayer represent the popular pubbers, while Foley will hold the chair for the standard publishers. Valando displaces Sammy Stept on the board, Foley succeeds John Sengstack, who did not care to run again for the post again. Stept ran for a board post as a writer this year after having disposed of his pubbing house to Leo Feist, Inc.

The three writer reps on the board were re-elected. These incumbents are Abel Baer, Peter DeRose and Dr. Douglas Moore.

Beaucoup $$ Garnered in Victor Sale

Enterprising Dealers Profit

NEW YORK, July 9.—RCA Victor moved "several million dollars' worth of merchandise in its one-month clearance sale, according to RCA spokesmen. The precedental clearance, implications of which affect the entire record industry (see Decca clearance story on this page), is regarded as having successfully reduced inventories, despite a number of protests by dealers and dealers organizations. RCA execs stated that the sale —which officially ended July 2, proved particularly effective wherever dealers co-operated with active promotion. Some dealers, of course, did not participate (this was left to dealer's discretion), whereas a number participated only passively. The latter, according to Victor, have been unhappy with the results.

Top flight dealers using merchandising savvy and having cash with which to operate, not only reduced their inventories, but made money doing so. For instance a dealer in a liquid condition practically often took advantage of the situation by buying thousands of dollars worth of merchandise at 60 per cent off and selling this merchandise to the consumer at 50 per cent off. In other words, he still made a 10 per cent profit—and made it in a tremendous volume of merchandise which a dealer that had just 40 per cent off (the normal discount), he sold to consumers at 40 per cent reduction, thus breaking even on his old merchandise.

Big Orders Moved

According to RCA, many dealers were able to operate in this way. It's known that some of the larger outlets moved tremendous quantities of merchandise. Macy's, according to reports, bought 80,000 RCA albums during the run of the sale. Liberty Music is reported as having been even more successful—unofficial estimates being that the company did $100,000 worth of business for the month, with about three-fourths of this traceable to the sale. Other leading outlets, such as Hecht's in Washington and J. L. Hudson in Detroit, also are credited with having done very well.

Dealer reports varied, but left little doubt that inventory had been moved. For instance, Leon Hefflefinger, who runs Ferguson's Record Shop in Mem-

(See Beaucoup $$ on page 23)

Shaw-Vaughan Tour Shelved

NEW YORK, July 9.—The proposed Artie Shaw ork and Sarah Vaughan one-nighter and theater tour was shelved this week after a disagreement between the chanter and the singer. Shaw now is being submitted for the tour as a regular ork package, with the opening date of the trip scedded for September 12.

Shaw and Miss Vaughan, backed by her husband-manager, George Treadwell, disagreed on the accompaniment of the thrush on the tour. The singer wanted to carry her regular accompanist, pianist Jimmy Jones, while Shaw felt that this was unnecessary since his ork, under his guidance, would be sufficiently capable of cutting Miss Vaughan's backgrounds without aid of an accompanist.

Peatman Picks the Winners

"Bows" First In Peatman's Top 35 Songs

"Beguine" First Standard

NEW YORK, July 9.—*Buttons and Bows*, the year's Academy Award tune, copped another top by placing first in the annual Peatman compilation of the 35 songs with greatest radio audiences for 1948-1949. In a separate listing of the 35 standards with biggest air play, *Begin the Beguine* came in first.

Broadcast Music, Inc. (BMI), which was shut out in last year's listing, popped in with two entries—*Cuanto La Gusta*, published by the Southern Music affiliate, and *It's a Big Wide Wonderful World*, published by the parent BMI organization.

Legit, Pic Toppers

Thirteen of top 35 pops originated in legit or flick scores—a replica of the number of production songs in last year's list. This year's 13 production songs, however, all were new tunes emanating from new shows and pics. Last year a half dozen of the production tunes were oldies, emerging either in connection with a pic revival or as a result of a boom left-field recording. It is likely that even more new show tunes would have made the list if the *South Pacific* score had been given a chance to make full impact before the compilation. As it is, only *Some Enchanted Evening*, the lead ballad, scored a place. This list, it must be remembered, covers the period of July 1, 1948, to July 1, 1949.

Three Holdovers

Three of the tunes in the pop list are actually holdovers, having begun activity prior to July 1, 1947. They are *A Tree in the Meadow*, *Love Somebody* and *My Happiness*.

Six of the high scorers are still active, and some of them may be expected to pick up plenty of audience points before they tail off. In the active category are *Cruising Down the River*, *Again*, *Some Enchanted Evening*, *"A" You're Adorable*, *Forever and Ever* and *Riders in the Sky*. Indicative of the time lag in the list is the fact that *Riders* unquestionably the No. 1 song in recent weeks, had time to make only last place in the 35 slot on the Peatman survey.

The compilation is the result of one of the several tune surveys periodically made by Dr. John G. Peatman's Office of Research, Inc.

Peatman's Annual Survey of Song Hits

(July 1, 1948, to July 1, 1949)

The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year. (Songs in stage or film productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began prior to July 1, 1948, are noted by the date (1948).

Rank	Total ACI Points	Number of Weeks in ACI Survey	Song Title and Production	Publisher
1	29716	28	Buttons and Bows (Paleface)	Famous
2	25009	30	*So in Love (Kiss Me, Kate)	T. B. Harms
3	23648	25	On a Slow Boat to China	Melrose
4	23564	19	A Little Bird Told Me	Bourne
5	23090	24	My Darling, My Darling (Where's Charley?)	E. H. Morris
6	21990	27	Far Away Places	Laurel
7	21807	25	Powder Your Face With Sunshine	Lombardo
8	19789	26	A Tree in the Meadow (1948)	Shapiro-Bernstein
9	19045	26	You Were Only Fooling	Shapiro-Bernstein
10	18201	21	*Cruising Down the River	Henry Spitzer
11	17831	25	Lavender Blue (So Dear to My Heart)	Santly-Joy
12	17677	27	It's Magic (1948) (Romance on the High Seas)	Witmark
13	17487	22	*Sunflower	Famous
14	17370	20	*I've Got My Love To Keep Me Warm	Berlin
15	16057	26	Here I'll Stay (Love Life)	Chappell
16	16011	27	Cuanto Le Gusta (Date With Judy)	Southern*
17	15884	24	You Call Everybody Darling	Mayfair
18	15686	28	Maybe You'll Be There	Triangle
19	15515	27	Galway Bay	Leeds
20	14276	19	*Someone Like You (My Dream Is Yours)	Harms
21	14144	21	*Again (Road House)	Robbins
22	13740	22	Hair of Gold, Eyes of Blue	Robert
23	13330	21	Love Somebody (1948)	Kramer-Whitney
24	12712	23	Ev'ry Day I Love You (Two Guys From Texas)	Harms
25	12672	16	*Red Roses for a Blue Lady	Mills
26	12609	13	*Some Enchanted Evening (South Pacific)	Chappell
27	11283	17	*Careless Hands	Melrose
28	11181	25	*It's a Big, Wide, Wonderful World	Broadcast Music*
29	11016	18	Until	Dorsey Bros.
30	10695	18	*'A'—You're Adorable	Laurel
31	10110	23	For You	Witmark
32	10016	20	Brush Those Tears From Your Eyes	Leeds
33	9928	21	My Happiness (1948)	Blasco
34	9835	15	*Forever and Ever	Robbins
35	9645	9	*Riders in the Sky	E. H. Morris

Favorite Standards of 1948-1949 Season

The 35 standards with the largest radio audiences are listed below in order of the total ACI points received in ACI surveys during the year, July 1, 1948, to July 1, 1949.

Rank	Total ACI Points	Number of Weeks in ACI Survey	Song Title	Publisher
1	5243	6	White Christmas	Berlin
2	5533	25	Tea for Two	Harms
2	5420	21	Blue Skies	Berlin
4	5165	26	Begin the Beguine	Harms
5	4790	22	Just One of Those Things	Harms
6	4719	20	Lover	Famous
7	3619	17	All the Things You Are	Chappell
8	3508	16	Somebody Loves Me	Harms
9	3391	16	I May Be Wrong	Advanced
10	3296	6	Winter Wonderland	Bregman-Vocco Conn
11	3214	4	Santa Claus Is Comin' to Town	Feist
12	2969	4	Easter Parade	Berlin
13	2760	12	Embraceable You	Harms
14	2574	15	What Is This Thing Called Love?	Harms
15	2527	11	Where or When	T. B. Harms
15	2474	8	'S Wonderful	Harms
17	2347	4	Great Day	Miller
18	2339	3	Christmas Song	Burke & Heusen
19	2222	9	Star Dust	Mills
20	2182	16	Night and Day	Harms
21	2033	11	I Get a Kick Out of You	Harms
22	2011	9	Falling in Love With Love	Chappell
23	1857	10	Always	Berlin
24	1835	8	This Can't Be Love	Chappell
25	1783	6	St. Louis Blues	Handy
26	1749	6	Linger Awhile	Feist
27	1687	6	Who	T. B. Harms
28	1659	7	My Blue Heaven	Feist
29	1657	6	How High the Moon	Chappell
30	1600	6	On the Sunny Side of the Street	Shapiro-Bernstein
21	1582	5	Take Me Out to the Ball Game	Broadway
32	1581	5	Ol' Man River	T. B. Harms
33	1512	7	Malaguena	E. B. Marks
34	1464	6	It Had To Be You	Remick
35	1460	5	Alexander's Ragtime Band	Berlin

Omaha Longhair For Peony Park

CHICAGO, July 9.—In an attempt to lure a new type of patron into Peony Park's outdoor dancery, Joe Malec, op of the Omaha amusement spot, booked the Omaha Symphony Orchestra, Thursday (7). Richard Duncan, director of the longhair ork, and Malec worked out a series of weekly pop concerts Thursdays from 9 to 10:30 p. m., with a dance ork then taking over until 1 a. m. Ducats go for $1.25 (inc. tax) per person.

Johnny Apt, Prom Terrace, Fort Wayne, Ind., op, successfully promoted a one-night appearance of the Detroit Symphony during each of the past two years, in conjunction with local civic groups. Both events played to full houses. Night was tabbed a "Beer and Pretzel Party," with spot drawing a new clientele.

Eager Set To Tour With Henderson

NEW YORK, July 7.—Singer Johnny Eager, whose grand disking of *You, You Are the One* started the tune as a sleeper hit late last year, is joining Skitch Henderson's band for a tour that will begin Friday (15) at Detroit's Eastwood Gardens and wind up at the Coconut Grove in Hollywood in December. In the interim, the band will make a theater and one-nighter swing thru the Midwest.

Feature at the Coconut Grove will be a book presentation titled *Salute to Cole Porter*.

RCA's Latest Bally Is "Monroe Story"

NEW YORK, July 9—RCA's latest record bally is *The Monroe Story*, a special 12-inch disking with script narrated by Vaughn Monroe and passages from his hit disks dubbed in. The opus will be pressed on the flip side of bary's new *Someday* platter for mailing to pop and folk deejays.

The libretto, after running thru Monroe's hit records, segues into a pitch on the *Someday* story, with Monroe telling how and why he recorded the number, originally waxed by Elton Britt in 1945.

Easier To Land Platter Contract Via Baseball Field

NEW YORK, July 9.—Here's a tip to singers and tootlers trying to land a recording contract—forget about your music and take up baseball! If you can whack the old horsehide sphere in a manner resembling a Jackie Robinson or a Peewee Reese, it's not outside of reason that you could land a Columbia recording contract like the two Dodgers did this week.

Or maybe if you became a great like Joe DiMaggio and contracted a famous spur on an equally famous heel, you too could land a waxing pact with the Capitol diskery.

The two Brooklynites and the Yankee great are skedded at the respective diskeries to do kidisk packages.

Cap Sets Deal For Canadian Wax Invasion

Indie to Mfr., Distrib

HOLLYWOOD, July 9. — Capitol Records invades the Canadian mart for the first time via an agreement closed with a newly formed, independent corporation, Capitol Records of Canada, Ltd. Latter firm will manufacture and distribute Cap products thruout the Dominion, in a deal similar to ones closed by Cap with English Decca, and firms in Latin-America and Germany.

Canadian corporation bearing Cap's name, not financially associated with the Hollywood major, is headed by W. Lockwood Miller, prexy, and Ken Kerr, veepee and general manager. Canada's Cap intends to pattern its distribution set-up after that established by Capitol this side of the border. Dominion org will open branches in Montreal and Toronto, wholesaling thru branch offices and indie distribs. Distribution set-up is expected to be completed within the next couple of weeks.

Canadian licensing agreement was negotiated by Sandor A. Porges, in charge of Cap's international division. In adding Canada to its ever-widening international sphere of sales, Capitol's product will now be represented in the entire Western Hemisphere as a result of deals in the Dominion, Mexico, and some Central and South American countries.

D. Arnaz Inks Decca Contract

HOLLYWOOD, July 9.—Latunester Desi Arnaz was inked to a Decca recording pact this week, with the orkster skedded to wax eight Latin American tunes within the next several weeks. Last under contract to RCA Victor, the Decca pact marks Arnaz's re-entry into major plattery competition.

Decca this week picked up the Joe Graydon ticket for another semester, following on the heels of Graydon's auspicious start with *Again* which the crooner did with backing of the Gordon Jenkins ork. Graydon so far is the only male vocalist recently inked by Decca to have his contract renewed.

Plattery will shutter its Coast recording operations during the month of August to complete an extensive studio and office facelifting job. Recording studios will be redesigned for better sound and office space enlarged. Decca recently added three Ampex tape recorders here and will henceforth cut all masters via tape and redub them to wax.

Garner Upheld In Two Rulings Against Fadiman

NEW YORK, July 9.—Adam Garner scored twice this week in his disagreement with Edwin Fadiman Associates, Ltd., over the management and ownership of the First Piano Quartet. In regard to proceeds of a recent Carnegie Hall concert by the quartet, Chief Justice Byrnes in city court ruled that Fadiman has no claim against the funds. At the same time, Prexy James C. Petrillo, of the American Federation of Musicians (AFM), ruled that insofar as the Federation is concerned, the contract between Fadiman and the quartet is null and void. Jacob Steisel, Fadiman's attorney, stated that his client was given no opportunity to state his side to the AFM.

Garner had sent Fadiman a notice of termination of contract last January. Fadiman refused to recognize the severance, and has notified bookers and the trade that he is the sole authorized manager of the group.

Royalties Tied Up

Record royalties since January have been held in escrow by RCA Victor pending a settlement of the dispute. According to Garner, they are in the vicinity of $60,000.

Justice Byrnes's decision was made in an action brought by Garner against Carnegie Hall for release of the concert proceeds. Carnegie Hall moved to interplead Fadiman and Fadiman Associates, the motion being denied. This has the effect of awarding the money to Garner, except that the defendants have 20 days in which to present an answer. Justice Byrnes's decision stated in part that Fadiman and Fadiman Associates have no claim against the concert money, but might have one against Garner and the other members of the quartet for breach of contract. Garner, in hiring Carnegie Hall, acted in his own behalf, the judge stated, and not as an agent for Fadiman Associates.

Symph. Concert Spots Ice Star

HOLLYWOOD, July 9.—A "first" in the symphony concert field will be attempted at Hollywood Bowl August 27 when Barbara Ann Scott, international ice skating title holder, will be featured as soloist with a full symphony ork conducted by Constantin Bakaleinikoff. Bowl's outdoor stage will be converted to ice via a portable skating rink, with Miss Scott performing to specially arranged classical music.

Because of Miss Scott's popularity, event is expected to draw a sellout crowd, and will be heavily exploited. Specially designed rink will be furnished by ice show promoter Bert Gervis, and the physical appearance of the bowl's huge shell will be altered to spotlight the girl's skating skill.

3 Det. Distribs Air Co-Op Deejay Show

DETROIT, July 9.—Three local record distributors are jointly sponsoring a co-operative disk jockey show over WKMH, devoted to airing of their own wares. The program features blues, jazz, be-bop, boogie and Dixieland numbers. The format is a regular disk jockey type show, aired by Robin Seymour five nights a week for an hour starting at midnight.

The co-operating sponsors, handling a variety of independent labels in each case, are the Central Record Sales, the Pan-American Record Distributors and the Cadet Distributing Companies.

Good Time Had by Songpluggers At Waring's Annual Gold Outing

By Jerry Wexler

NEW YORK, July 9.—The contours of Fred Waring's championship Shawnee Golf Course underwent a serious revision Wednesday (6) when a horde of uninhibited music men attacked fairway and green in the annual Shawnee Invitation Tournament for tired songpluggers.

The tee and green carnage, participated in by 36 contact men, sundry members of Waring's Pennsylvanians, Perry Como and two itinerant trade paper reporters, highlighted the third annual 'Shawnee shindig thrown by Waring for his many friends among New York's plugging fraternity. In all, 86 pluggers made the hegira to Waring's handsome resort near Stroudsburg. Those who didn't golf diverted themselves swimming in the pool, canoeing in the Delaware, ginning (cards) in the game room, or ginning (potables) in the bar.

The golfers were teamed in threesomes or foursomes with members of the Waring ork, who explained the layout as the play proceeded. For a short while, at the first tee, it appeared to the astonished onlookers that Joe Santley was going to perpetrate some gold, as he stood by in a white peaked cap, hefting a No. 2 wood like a cue stick. The illusion was soon dispelled when Banjo retired to a rocker on the patio, making sure that no portion of his person was exposed to the sun.

Only One Hitch

The only really untoward event of the round occurred when Elmore White threatened his caddy with no tip if he wouldn't stop singing *Riders in the Sky* and start on *Cruising Down the River*. Except for this, and a steady churning of the waters at the 16th hole, where a rain of dubbed tee shots poured endlessly into the Delaware, things went smoothly.

After dinner the winners were announced by the host and stepped up for trophies. The loudest applause was turned on for Gene Goodman, who Waring announced as having set a new course record, and a mark which may very well stand up nationally. It was a neat 171, and the prize was gold cap with a delirium tremens plaid design.

Low gross publisher honors went to George Paxton, who turned in a 79. The best Pennsylvanian was Jack Best. Low net prizes went to George Gilbert, Jack Johnstone and Cy Mannes for the music men, with Chuck Evans and Mike Doty taking musicians' net prizes. A weird calculus handicap system fathomable only to Waring and the pro gave prizes to Como, Jack Spina, Mae Clark, Irwin Garr, Harry Weinstein, Duke Niles, Ross Park and Hugh Fleming.

Canoe Caper

Julie Chester, a non-golfer, inveigled a female guest into a canoe ride. He stalled in a whirlpool in full sight of the jeering porch sitters, and had to get out and push the boat in full attire.

All tabs, including the transportation—three air conditioned busses—were picked up by Waring. Cy Mannes surely must have known this when his bus pulled up at the Lincoln tunnel toll booth and he leaped eagerly and yelled, "I'll spring for the tunnel, guys."

Suit May Clarify Copyright Status of Special Arrangements

NEW YORK, July 9—A suit was filed in Southern District Court this week which may clarify the obligations and responsibilities of record companies to the writers and copyright owners of special arrangements of public domain works. In the past, payment of royalties for such work has hinged on the bargaining power of the publishers and arrangers involved rather than on any established trade custom.

The suit, filed by Attorney Philip F. Barbanell for arranger George Williams, asks for a declaratory judgment against Porgie Music and Columbia Records. The work at issue is Williams's jazz arrangement of *Valse Triste*, published by Porgie and recorded by Gene Krupa's ork for Columbia. The work on which the cleffing was based is the Sibelius Valse Triste from the opera *Kuolema*. The Sibelius original is in the public domain owing to the failure of the European publisher to renew copyright when the first 28-year period expired.

According to the complaint, Williams wrote his arrangement in May, 1946, and turned over publication rights to the pubbery, at that time the Campbell-Porgie firm. The pubber, the plaintiff claims, waived royalties for Columbia's recording. Williams, it is charged, urged Al Porgie to sue Columbia for the royalties, but the latter refused "because of his company's utter dependence upon Columbia records for securing future recordings . . ." Williams then asked the pubber to reconvey the copyright to him to enable him to bring suit against Columbia. This was refused.

Seeks Return of Copyright

Williams now is asking a declaratory judgment against Porgie for the return of his copyright. At the same time he is suing Columbia for an accounting and payment of royalties in the full amount of 2 cents per side. The basis for this suit is his contention that the arrangement transformed the original work "in such fundamental and basic respects as to create a new and original work." U. S. copyright law recognizes such a transforming of a public domain work as subject to copyright.

Porgie takes a different view of the matter. He contends that he obtained publication right after Gene Krupa recorded the tune. The orkster, he says offered to do the tune for Columbia royalty-free, since Williams had done the arrangement for him for hire. It was in respect of this agreement that Porgie did not press Columbia for mechanicals, he says. Further, he denies that Williams ever asked him to bring suit against Columbia, and he refuses to turn back the copyright.

An important side issue in the case, according to observers, is whether a band leader, as the owner of an unpublished original arrangement done for hire, has the right to waive mechanicals for the sake of a recording.

Dagmar Van Haur Launches Own Label

NEW YORK, July 9.—Dagmar Van Haur, former sales manager for Dial Records, has launched a label of her own here, to be known as Ivory. Blues and rhythm material will be featured.

Miss Van Haur has signed the Do Ray Me Trio to an exclusive contract, with a pairing by the group as the first release.

Disks will sell at 79 cents, with national distribution. Cosnat in New York, Scott Crosse in Philadelphia, Mangold in Baltimore and Chord in Chicago are some of the distributors handling the line.

Decision May Nix Tax Grief For Fronters

Ruling by Calif. Agency

HOLLYWOOD, July 9. — Band leaders, other than name orksters, may henceforth be rid of the task of paying State unemployment tax in California, following the decision of the State Employment Service Appeals Board this week. State agency ruled in favor of orksters, backing up claims of Maury Paul, Local 47, American Federation of Musicians (AFM) recording secretary, that ork leaders working in certain ballrooms, night clubs, and lounges were employees rather than independent contractors. In getting ruling in favor of sidemen Paul may eventually succeed in ridding ork fronters of the headaches of paying the 2.7 per cent State unemployment fund tax and keeping tax records.

Paul contended that leaders who work in night clubs or similar spots are in reality employees, since club owners have complete control over hiring and firing and the number of men used. As purchaser of music, club owner employs ork and can fire and hire at will. Exception is in the case of traveling name bands or where sidemen are under contract to ork leaders or employed on a regular basis. In other cases, however, ork leaders are exempt from unemployment taxes. To press the claim, Paul used orkster Dick Stabile as a test case, citing Stabile's long stay at Slapsy Maxie's nitery here, and pointing out that Slapsy ops, and not Stabile, had final say in hiring sidemen. Another test case, this time built around orkster Al Gayle, who has been employed steadily at the Biltmore Hotel for past several years, will be heard by appeals board July 15.

Bunk Johnson Succumbs at 69

NEW YORK, July 9. — William Gary (Bunk) Johnson, 69, noted Negro trumpet player, died Thursday (7) at his home in New Iberia, La.

A legendary jazz figure, he began his career in New Orleans. He first played with Adam Oliver's band, but, unable to read, he switched to Buddy Bolden's band, which improvised. Johnson was soon recognized as the originator of the New Orleans style of jazz trumpet playing.

During the Spanish-American and the First World wars he directed Army bands overseas. In 1931 Johnson lost his teeth and dropped out of music until he was rediscovered about eight years later by William Russell, who arranged to get him false teeth.

Recent Fame

His recent fame has exceeded anything he had known before. He was starred in a jazz concert in San Francisco and then came to New York to record for Victor, Decca and other disk firms. As the director of the Stuyvesant Casino ork he was lionized by young jazz enthusiasts, and many publications, including the *New Yorker* and Collier's, wrote of him. Fame and recognition brought Johnson and his New Orleans band to Town Hall in 1946, where he played his favorites, *New Orleans Street Parade* and *Maryland, My Maryland*. In 1947 he was featured in Town Hall for the second time.

He taught Louis Armstrong, trumpet virtuoso.

His widow survives. They had 13 children, 11 of whom were living in 1945, and 10 grandchildren.

Owens Signed To Decca Pact

CHICAGO, July 9.—Jack Owens, for the past seven years "cruising crooner" of *Don McNeill's Breakfast Club*, leaves that American Broadcasting Company daytime show July 22 and will cut his first session for Decca a week later in New York. A three-year deal with Decca was worked out this week between Owens and Dave Kapp. Coincidentally, Kapp gave Owens his first radio job 17 years ago when he hired him as staff singer at WJJD here, where Kapp was program chief. Owens was previously with Tower Records, local firm, but severed his connection with that diskery in a cash settlement deal (*The Billboard*, May 21).

Owens will do a majority of his own tunes for Decca. He is the writer of such hits as *Hi Neighbor*, *How Soon*, which he made a Tower national hit, and the *Hut Sut Song*.

Owens is being sent on a series of personal appearances which will tee off August 8 at the Bowery, Detroit, where he will get $2,500 for the week. Music Corporation of America is handling his p. a.'s. He is also being submitted for two radio shows.

Johnny Desmond is reportedly set to follow Owens as featured boy singer on *Breakfast Club*.

Schuberth's Suit Settled Out of Ct.

NEW YORK, July 9—The infringement suit filed by Attorney Benjamin Starr for the Edward Schuberth pubbery and SESAC against Sonja Henie, Arthur M. Wirtz, Hollywood Ice Productions, Consolidated Enterprises, Inc., and Madison Square Garden, Inc., was settled out of court this week upon payment by defendants of an undisclosed cash settlement.

The plaintiffs brought action last February, charging that the tune *Intermezzo* was used without the proper license in ice ballets (*The Billboard*, February 19).

Friedman Heads Savoy-Regent Sales

NEW YORK, July 9.—Herman Lubinsky, head of Savoy-Regent Records, this week announced the appointment of Bill Friedman as national sales manager for both lines. Friedman served in a similar capacity for Signature and Hi-Tone.

Friedman will head a sales training program which will be offered salesmen for the Savoy-Regent distributors.

COMPOUNCE PARK OPEN

NEW YORK, July 9.—It was incorrectly reported that the Lake Compounce Park, Bristol, Conn., ballroom operation has closed down. The summer terpery has to date maintained its once-a-week name band policy and is filling in with local orks. The spot ops report that the terpery's future policy will depend entirely on the draw of the orks and intimate that if the box office value of the names does not increase in the territory, then they may be forced to "interrupt" the name band policy. They reiterate that they have no intention of closing down the Compounce ballroom operation.

Francis Stern To Guide

HARTFORD, Conn., July 9.—Francis Stern, president of Stern & Company, distributors of Columbia Records in this area, has been named chairman of a committee of a new Hartford Chamber of Commerce project to provide a pocket-size booklet with which visitors may make "self-guided tours" of Hartford.

Para Wooing Jocks for Support Of Hutton "Red, Hot and Blue"

(*Continued from page 4*)

these, Loesser carefully patterned three tunes to the typical Hutton assault and battery song style, while the fourth song, *I Need You*, is a ballad. Bouncing Betty, still longing for a break into the ranks of ballad singers, puts all she's got into the tune but still appears out of character when she goes straight. Best tune among the foursome, it gives the pic a song well-suited for the more orthodox warblers.

Film is skedded for Labor Day release. In addition to Miss Hutton's Capitol waxings, *I Need You* is set for Mindy Carson on Victor, Kay Thompson for Decca, Doris Day on Columbia and Frankie Laine on Mercury wax. Gordon Jenkins is set for Decca's version of *I Wake Up Every Morning*. Miss Hutton is at her best in this selection. Film fans seeing her knocked-out rendition of this ditty on the screen will want to hear it on jukes and their home turntables.

Lee Zhito.

Govt. Mulls Placing Unions Under Anti-Trust Laws

(*Continued from page 4*)

of the subcommittee probes, a bill will emerge to place unions under the provisions of the Sherman Anti-Trust Act. Tho such a measure is given little chance of enactment, it could conceivably be used as a threat to curb what many legislators call "excesses" on the part of Lewis.

Implications

If a union monopoly bill should manage to get thru Congress and survive an almost certain presidential veto, it would put a definite damper on such industry-wide walkouts as the 1948 work stoppage in the disk industry. Tho a strike against a single plant would likely not be considered an action in restraint of trade, a strike completely halting a majority of plants in an industry would be so considered.

Union immunity to anti-trust suits has never been specifically granted or denied by Congress. Unions acting on their own without employer connivance have been declared out from under the Sherman Act by the Supreme Court. The latest case came in 1945 when the high court sustained an injunction against an International Brotherhood of Electrical Workers (IBEW) local on the grounds that the local and employer had joined together in an attempt to suppress competition. However, the court outlined in its decision that a union is free to gain any sort of control of a market as long as it does not act in conjunction with an employer.

This case set up the union immunity policy, which the congressional groups are to examine. Under the policy, unions and employers are presumably subject to anti-trust action if they act jointly, but unions may pursue any monopolistic course unchecked if acting alone.

Jobs for Tootlers in A. C. Nears Heyday High Mark

ATLANTIC CITY, July 9.—It's more in keeping with the musical standards of the earlier days that finds the employment rate for musicians exceedingly high at this South Jersey resort. Emphasis at the hotel rooms and some of the niteries is away from floor shows, with dance music the major offering. And while Atlantic City is still to see the return of the days when the big name bands dotted beachfront hotels and a fair sprinkling of names at side avenue cabarets, music-making is still the forte. Moreover it has meant beaucoup employment opportunities for tootlers both here and those from near-by Philadelphia.

Save for Steel Pier and suburban Orsatti's Casino at Somers Point, only the Hotel President has brought in a band of national stature in offering the rumba rhythms of Miguelito Valdes. Jose Pillado's unit makes the hip-swaying music continuous for the hostelry's Round the World Room. For the others, it's territorial and local bands apart from the instrumental cocktailerie units.

Imported Units

Brought in from Philadelphia, Hotel Ambassador's 22 Club offers Joey Singer, swank 500 Club offers Joe Frasetto's along with Pete Miller's local band, Joe Stern carries on at the Brighton Hotel with the Duke of Iron added to give the resort its first calypso kick, and Freddy Bower's Quaker City music at the Edgewater. Ritz-Carlton Hotel brought in Nick D'Amico from the Roney Plaza in Miami Beach. Shelburne Hotel has Pete Russo's local band while the Traymore Hotel offers local talent with two combos led by Lenny Herman and Jose Melis, and the Chelsea Hotel added Ray Eberle to Hugo Malan's music.

With emphasis in music away from rumba, biggest band splash at the cabarets is Alex Bartha and his Steel Pier house band at the Dude Ranch, while the Club Harlem brought in Sabby Lewis from Boston, along with the local units of Denny Lucera at the Cliquot Club, Benny Morris at Babette's, and Mickey Gay at the Jockey Club. On a straight musical kick are the Chez Paree with the Chordettes, 10-piece girl band, and Russell's with Penn State's Tru Blue Sextet, a Dixieland college band.

Cocktail Units Big

Biggest field for the music makers here still is the cocktail biz. Hotel Senator carries on with the Irving Fields Trio, Mayflower Hotel offers the Alan McPaige Trio, while the Seaside uses a local foursome banded together as the Oceanaires. Among the major cocktaileries, Fort Pitt offers the Piccadilly Pipers and Three Strikes and a Miss. Surf Club has Eddie Peoples and His Musical Troubadors, the Vernon Story combo offers the hot music at the Hi-Hat Club, the Grooveneers highlight the program at the Lamb's Club, the Four Blues at the Club Nomad, Loumell Morgan Trio at the Little Belmont, Eddie Martinez Trio at McGettigan's and McGuire's, Billy Duke and the Dukes at Albany Arms, and the Showplace Bar starts off with Ormande Wilson and the Basin Street Boys with the Four Tunes taking over on July 29 to finish out the season.

Robbins, Proser Prep TV Package

NEW YORK, July 9.—Music publisher Jack Robbins and night club operator Monte Proser are preparing a television package. The program would present a miniature musical comedy each week. The format also calls for a complete change of staff each week. For instance, each show would have a new dance director, songwriting team, producer, et al. Some of the writers and talent, however, would be on a rotating basis; that is, they would be involved in the production of a show every month.

Writers Leo Robin, Julie Styne, Ogden Nash and Vernon Duke are scheduled to do initial programs, according to Jack Robbins.

In the event the package crystallizes and lands a sponsor, Robbins plans to publish the original music.

Col'bia Ups Law For Dept. Hyps

NEW YORK, July 9.—In a move to expand its folk, blues and rhythm departments, Columbia Records this week appointed Don Law, formerly of the diskery's sales department in Bridgeport, Conn., as assistant to Art Satherly, the firm's artist and repertoire chief in these departments. Law has supervised disk dates in the past but only in an unofficial capacity and on a sporadic basis.

The appointment of Law will allow Satherly to spend a greater portion of his time operating out of the diskery's West Coast office.

Winkler Leaves Boosey & Hawkes

NEW YORK, July 9—Harold Winkler has resigned as general manager and a director of Boosey & Hawkes, U. S. A. Ralph Hawkes, president of the pubbery, who has been in Australia since early May, will be here about August 1, at which time he will name Winkler's successor.

Geoffrey Hawkes, head of Sonorous Works, the musical instrument division of Boosey & Hawkes, will come here from London to attend the National Association of Music Merchants' (NAMM) convention, beginning Monday (25). It was also announced that Betty Randolph Bean, formerly head of the New York office, has been upped to assistant to the president of the pubbery for New York, Chicago and Los Angeles branches and has been appointed to the board of directors.

Bray Rejoins Sales Force at London

NEW YORK, July 9—Jim Bray, former sales manager for London Gramophone, who left the firm in a personnel shuffle in April, has rejoined the waxery's sales force. He is slated to work out of Los Angeles.

This territory has been handled recently by the Sues, Young and Brown distribbery. London is dropping the indie distribber there in favor of its own representative, with Bray slated to take over about July 25. Until then, the area will be serviced by London's San Francisco branch distribbery.

New Rocky Point Terpery

WARWICK, R. I., July 9. — The Palladium, new ballroom at Rocky Point Park here, opened last Saturday (2) with Tommy Masso's ork. New building, twice as large as the dance hall razed by the 1938 hurricane, has two huge dance floors, one accommodating 2,000 couples, the other, overlooking Narragansett Bay handling 1,000 couples.

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POPULAR

VOCALION 55012	LOVERS' GOLD / IT'S TOO LATE NOW	Reprises VC by Lee Sherwin / FT VC by Milly Coury and Lee Sherwin	CHUCK FOSTER And His Orchestra
VOCALION 55013	THERE'S YES! YES! IN YOUR EYES / ROOM FULL OF ROSES	FT VC by Milly Coury, Lee Sherwin And Ensemble / FT VC by Milly Coury and Lee Sherwin	CHUCK FOSTER And His Orchestra
VOCALION 55014	THE FOUR WINDS AND THE SEVEN SEAS / MAYBE IT'S BECAUSE	Both Vocal with Inst. Acc. by The Vellones	HARRY BABBIT
VOCALION 55015	TWENTY FOUR HOURS OF SUNSHINE / OH, YOU SWEET ONE	Both Vocal with Inst. Acc. by The Vellones	4 MITS AND A MISS

COUNTRY

VOCALION 55016	ONE KISS TOO MANY / ECHO OF YOUR FOOTSTEPS	Both Vocal with Inst. Acc.	JACK DAY
VOCALION 55017	WEDDING BELLS / RAINBOW IN MY HEART	Both Vocal with Inst. Acc.	MERVIN SHINER

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VOCALION 55001	AGAIN / I DON'T SEE ME IN YOUR EYES ANYMORE	BILL HARRINGTON
VOCALION 55002	NEED YOU / FIVE FOOT TWO, EYES OF BLUE	ALAN HOLMES
VOCALION 55003	RIDERS IN THE SKY—A Cowboy Legend / CARELESS HANDS	THE SONG SPINNERS
VOCALION 55004	FOREVER AND EVER / EVERYWHERE YOU GO	ROY ROSS
VOCALION 55005	MERRY-GO-ROUND WALTZ / BLUE SKIRT WALTZ	ROY ROSS
VOCALION 55011	"A"—YOU'RE ADORABLE / BABY, IT'S COLD OUTSIDE	HARRY BABBITT and the ALLEN SISTERS / HARRY BABBITT and SUE ALLEN

COUNTRY

VOCALION 55007	A WONDERFUL GUY / DON'T CRY, CRY BABY	IKE CARPENTER
VOCALION 55006	LOVESICK BLUES / I'M BITIN' MY FINGERNAILS AND THINKING OF YOU	MERVIN SHINER
VOCALION 55008	DON'T ROB ANOTHER MAN'S CASTLE / CANDY KISSES	JIMMY SELPH

SEPIA

VOCALION 55009	THE HUCKLE-BUCK / CLOSE YOUR EYES	ANDY KIRK
VOCALION 55010	DRINKING WINE, SPO-DEE-O-DEE, DRINKING WINE / LITTLE GIRL, DON'T CRY	ANDY KIRK

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"TRY TO UNDERSTAND" No. 57-40187

"I WISH I HAD A NICKEL"
"SOMEDAY YOU'LL CALL MY NAME"
No. 57-40153

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WALKIN' THE SIDEWALKS OF SHAME
MOON OVER MONTANA
YOUR BOUQUET OF ROSES
BLUE, BLUE EYES
I HEAR YOU TALKIN'
LONESOME TRAIL
and others

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ON YOUR TENTH ANNIVERSARY
AS A RECORDING ARTIST

YOUR CAPITOL RECORD No. 57-40153

"I WISH I HAD A NICKEL"

"SOMEDAY YOU'LL CALL MY NAME"

Are Going Great!!

AND A SALUTE TO YOUR BRIGHT FUTURE

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CONGRATULATIONS

JIMMY

ON YOUR TENTH ANNIVERSARY
AS A RECORDING ARTIST

Everyone is waiting for

"TRY TO UNDERSTAND"

Your latest Capitol recording
No. 57-40187

Still going strong-are:

"MINE, ALL MINE"
CAPITOL No. 15236

AND

"FOREVERMORE"
CAPITOL No. 15333

To your continued success

Fred Stryker

FAIRWAY MUSIC CORPORATION
HOLLYWOOD 28, CALIF.

Half-Off Drive Is Spurned by Victor Results

(Continued from page 15)

platter season. Decca's sale will fall in the last half of the summer slack period and the firm's execs believe that its clearance sale will perk up unit volume business for the remainder of the slow season.

Sale May Become Annual

It is believed by disk merchandise experts that if the Decca clearance is as successful as the Victor sale, the half-price regular sale will become an accepted regular slack season record industry merchandising practice. This primarily to relieve an ever present inventory congestion problem.

According to the calculations of the Decca execs, the firm's six-week clearance will slice the diskery's inventory from a nine-month stock to a two-to-three-month stock. The diskery anticipates a volume biz which will match the Victor sale results. This is based in good part on the fact that the Decca sale stock will not conflict too much with the merchandise which the RCA company offered, since Decca will offer items which are mainly in the pop, novelty and show album field, whereas much RCA stock was represented by classical red seal. Such popular items as the *Oklahoma* albums, *Manhattan Towers*, the *Songs of Our Times* album series, and the miscellaneous collections of such artists as Bing Crosby, the Andrews Sisters, Louis Jordan, the Mills Brothers, the Ink Spots, Carmen Cavallaro and Dick Haymes will be among the clearance sale merchandise. Decca will allow the dealer to apply his regular 5 per cent return privilege toward any stock which he buys at the clearance discount price.

The Decca sale will be announced to dealers thruout the country in letters which were mailed this week-end.

Pubbers Seeking Voice in Revised ASCAP Degree?

NEW YORK, July 9.—Publishers are beginning to stir and mutter "where do we come in?" in light of all the attention the writer portion of the American Society of Composers, Authors and Publishers (ASCAP) has been getting from the Department of Justice. The pubbers figure that maybe it's time for them to learn what the potentialities of the expected revised consent decree will be, and would like to present their views.

It was reported that some pubbers met this week to discuss the matter and formulate their attitudes. If such a confab was held, it was kept in the dark, with *The Billboard* unable to confirm at press time. A feeling that they should engage themselves in the proceedings, however, is beginning to grow among pubbers, and if they haven't got together yet they are almost certain to do so in the very near future.

Timberg to Coast

Meanwhile, it was reported that Sigmund Timberg, Justice Department attorney who has been discussing the proposed writer classification revision with ASCAP toppers, is on his way to the West Coast to see how the powerful screen block feels about the suggested changes. According to all reports, the Coast group is set against any change in the ASCAP divvying system. Other factions in the Society are anxious to see the screen tunesmiths unbend and recognize the necessity of a revision, on which many think ASCAP's very existence now hinges.

ON THE STAND

Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

Claude Thornhill

(Reviewed June 21 at the Glen Island Casino, Larchmont, N. Y. Band manager, Eddie Masters. Booked thru the Willard Alexander Agency.)

TRUMPETS: Lee Katzman, Tom Patton, Charles Spieghts.
TROMBONES: Al Langstaff, Charles Etten.
FRENCH HORNS: Al Antonucci, Dick Dunn.
REEDS: Denny Polo, Hal McKusick, John Andrews, Jeff Massingill, Gene Allen.
RHYTHM: Billy Exiner, drums; Joe Derise, bass, and Russ Saunders, guitar.
ARRANGERS: Gil Evans, Bill Borden, Billy Masted and John Heftl.
VOCALS: Russ McIntyre, Nancy Clayton, the Snowflakes.
PIANO AND LEADER: Claude Thornhill.

Claude Thornhill's orchestra has been threatening for many years to break thru the thin membrane which has resisted its every effort to step out and lead the pack. Certainly this is a band which is deserving of the privilege of leading the way for the band business. For this reviewer, Thornhill's crew is the natural successor to the mantle which was the late Glenn Miller's.

For two reasons is this so great a dance band. Primarily, it is an orchestra for young people—the band's styling is designed in the main for the school kids, collegians and the under-30 dancers who have always made the greatest name band enthusiasts and customers. And secondly, it is unquestionably the most distinctive crew around, possessing a "sound" all its own.

Orkster Experiments

With each succeeding month, leader Thornhill has experimented, added, subtracted and exchanged among the resources of his band in an effort to find the combination that leads to the Miller mantle. His latest amendments include the return of a vocal group, the Snowflakes, to his bandstand—something he hasn't sported since his prewar Glen Island days. Thornhill also has brightened his tempos to make for greater danceability. He has acknowledged his earlier error of avoiding the current publisher plug pops and now plays all of them in addition to his wonderful library of standards. He plays rumbas, waltzes and other miscellaneous tempos because the people want them. Consequently, Thornhill keeps them dancing, fulfills requests and, at the same time, manages to sell his distinctive organ sound in almost every arrangement.

Two Young Singers

The band boasts a couple of young and most promising vocalists in the persons of Russ McIntyre, who is working on his first pro job, and Nancy Clayton, an engaging thrush whose previous experience was with Russ Carlyle's crew. McIntyre is a well-groomed youngster, with a voice quality which reminds of a young and inexperienced Crosby.

With a single stroke of good luck and with his records now being turned out for the Victor company, Thornhill may find that combination which could shove his crew right onto the band business throne.

Hal Webman.

Buddy Williams

(Reviewed at The Click, Philadelphia, July 4.)

SAXES: Len Hartzell, Charlie McConnell, Teddy Mack, George Pendleton.
TRUMPETS: Bob Hartsell, Glenn Hoover.
TROMBONES: Walt Lidell, Joe Hoover.
PIANO: Al Governor.
BASS: Larry Yetter.
DRUMS: Bud Kincker.
LEADER: Buddy Williams (tenor sax and piano).
VOCALISTS: Dick Stooley, Armen Camp, Kay Justice.
ARRANGER: Buddy Williams.
PERSONAL MANAGEMENT: Bill Honey.

Altho Buddy Williams packs a load of musicianship in himself and in the men occupying the stand with him, it's a happy combination of musical and commercial appeal in the offering, and one that readily justifies the acclaim the maestro has earned in this territory since he left the sax section of Glenn Miller and Jimmy Dorsey to create a musical expression of his own. Moreover, it's a musical expression that meets the fancy for all ages and on any stage. Band scouts searching for a new light to embellish the ork whirl need look no further, for all the attributes that make for namedom are showcased here.

Imaginative in his scoring, bringing out the rich body of the horns in their blend and creating tonal pictures that embellish the melodic frame, the maestro achieves a full-flavored voicing seasoned by five-sax harmonies that makes for a brand of music that is distinctive. And while the rhythmic beat is steady and smooth to make the polished floor more inviting, Williams never abuses the melodic structure, whether it be a riff-ridden jump opus or the more showmanly and musically items such as *Slaughter on Tenth Avenue* or *Warsaw Concerto*.

Slick Solos

While the instrumentalists all acquit themselves admirably in the solo flashes, the aggregation taking in the cream of the town's musical talent, the instrumental highlights are provided by the maestro. He gets a full-bodied and beautiful tone from his tenor sax, whether he is riding out on a riff or carrying a melodic lead. For the musical showcase pieces he is just as much at home at the 88. Moreover, the maestro makes a good appearance, as does the entire band, and projects a personality equation across the bandstand in announcing the selections and specialties.

With an optic aimed at securing mass appeal, Williams has geared the band to project entertainment values. Apart from specialties the ork boasts good bandstand attributes in the three vocalists. Kay Justice adds decor and provides the necessary rhythmic lift to the peppery tunes. Armen Camp carries the ballads in the romantic range as required as well as helping to sell the team tunes with the band canary. Also there is youthful and tubby Dick (Tiny) Stanley, essentially a mimic, who adds comedy kick to his vocal take-offs. As a result, the band houses its own floor show, and a highly satisfying one.

Band is easily the top territorial fave in these parts. But it shouldn't be so confining for long if they get the opportunity to go.

Maurie Orodenker.

Sabby Lewis

(Reviewed at Club Harlem, Atlantic City, July 2.)

SAXES: Jimmy Tyler, Dan Turner, Bill Dorsey, Elwyn Fraser.
TRUMPETS: Eugene Caines, Maceo Bryant, Arthur Travis.
TROMBONES: John (Shorty) Haughton, Rufus Wagner.
DRUMS: Joseph Booker.
BASS: Al Morgan.
LEADER-PIANO: Sabby Lewis.
ARRANGERS: Sabby Lewis, Paul Broadnax, Elwyn Frazier.
MANAGEMENT: Sabby Lewis.

Coming from New England with his regular combo of eight men, Sabby Lewis has added four-man power from these parts and bows here with a full-fashioned and rock-rhythm band that makes 'em sit up and take notice. From the piano bench, where his own fingerings are expertly phrased, Maestro Lewis brings on a dozen rhythm busters who display an enthusiasm matched by their musicianship in a manner that dispels the threat of be-bob smothering all musical initiative in any other direction.

Eschewing any stylization, Lewis is devoted entirely to the solid rock formation that features the full-voicing of all instruments against a background of a sustained and solid rhythmic beat that's completely con-

(See Sabby Lewis on page 41)

Beaucoup $$ Garnered in Victor Sale

Enterprising Dealers Profit

(Continued from page 15)

phis, stated ". . . . counting this one-half price stuff, my sales during the first six months of this year are about 50 per cent ahead of last year ($24,-576 against $16,445), but I barely broke even on them because of cleaning out my own inventory of shellac albums, and because of unusually heavy advertising on the one-half price stuff, 45's and Varsity. But I think my stock is pretty clean now and should make a fairly good profit the last six months."

Some Dissenters

A number of dealers admitted the sale moved inventory, but they nevertheless were loath to regard the sale with favor. Here are some examples: Bullock's Downtown in Hollywood, large retail outlet, reported sale results as "good" in moving inventory, but said it didn't stimulate much traffic in the department nor pay off in sales of non-cut-rate items. Birkel-Richardson, another in the big dealer class in Hollywood, found the sale "bothersome," altho it did rid its shelves of considerable hard-to-move wax.

In Minneapolis, Robert Brink, record department manager at the Dayton Company, largest retail outlet in the Twin Cities, said that he questioned the advisability of the sale, altho it enabled him to move a great deal of stock.

Herman Forst, chief of Hudson-Ross, chain which was frequently mentioned in connection with Chicago retailers meetings protesting the sale, stated that "he didn't favor a Victor sale, but when told that Victor would throw a sale he had to participate to meet the competition." Forst's attitude was that only time will tell whether this is the solution in the record business.

Comments from other sections of the country bear out what has been indicated in foregoing sections of this story, viz.: Many dealers did very well, and made money; others cleared stocks but are grudging and apprehensive nevertheless; and a third type of dealer refused to participate.

That the sale moved plenty of merchandise and induced a quanitity of dormant record buyers to once again shop for merchandise, is indicated from most reports.

Bop Clubs Stir Enthusiasm in Area of London

LONDON, July 9.—A number of bop clubs have sprung up in London and surrounding cities. Progressive musicians flock to these spots Sunday afternoons and evenings and, coatless and collarless, the men go to town. Most popular stylists in this field in London are Tonie Crombie, drums; Ronnie Scott, tenor; Jack Fallon, bass; Pete Chilver, guitar; Denis Rose, trumpet, and Bernie Fenton, piano. These instrumentalists and a number of equally bright contemporaries are heard every Sunday at the Club Eleven in an advanced stage of musical schizophrenia. This spot is run by Harry Morris, a young enthusiast.

There's always a full house, the youngsters dance and go wild with delight, and the idea is spreading. **Manchester in the North, for instance, has a very progressive club, and Birmingham, in the midlands, is also quite advanced in the new cult.**

Fred WARING
AND HIS PENNSYLVANIANS
PLUS
Irving Berlin's
MISS LIBERTY
means PLUS business



FRED WARING and his Pennsylvanians
Featuring Glee Club, Soloists and Orchestra

Just One Way To Say I LOVE YOU
LITTLE FISH IN A BIG POND
LET'S TAKE AN OLD-FASHIONED WALK
THE POLICEMEN'S BALL
HOMEWORK
YOU CAN HAVE HIM
PARIS WAKES UP AND SMILES
GIVE ME YOUR TIRED, YOUR POOR

DECCA ALBUM
A-717

CURRENT BEST SELLERS

THE FOUR WINDS AND THE SEVEN SEAS — BING CROSBY and
MAKE BELIEVE (You Are Glad When You're Sorry) — CARMEN CAVALLARO — Decca 24677

THERE'S YES! YES! IN YOUR EYES — CARMEN CAVALLARO
TWENTY FOUR HOURS OF SUNSHINE — Decca 24678

NOW! NOW! NOW! IS THE TIME — ANDREWS SISTERS
OH, YOU SWEET ONE (The Schnitzelbank Song) — and RUSS MORGAN — Decca 24664

BE GOODY GOOD GOOD TO ME — EVELYN KNIGHT
DON'T EVER MARRY FOR MONEY (You Must Only Marry For Love) — Decca 24655

MAYBE IT'S BECAUSE — DICK HAYMES with GORDON JENKINS
IT HAPPENS EVERY SPRING — Decca 24650

MERRY-GO-ROUND WALTZ — GUY LOMBARDO
CANADIAN CAPERS — Decca 24624

SOME ENCHANTED EVENING — BING CROSBY
BALI HA'I — Decca 24609

I DON'T SEE ME IN YOUR EYES ANYMORE — THE STARDUSTERS
BECAUSE YOU LOVE ME — with GORDON JENKINS — Decca 24576

SLIPPING-AROUND — ERNEST TUBB
MY TENNESSEE BABY — Decca 46173

TENNESSEE POLKA — RED FOLEY
I'M THROWING RICE (At the Girl I Love) — Decca 46170

75¢ EACH (Plus tax)

Don't wait for your salesman- ORDER TODAY!

DECCA RECORDS

America's Fastest Selling Records!

The Billboard MUSIC POPULARITY CHARTS PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending July 8

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

HONOR ROLL OF HITS

(Trade Mark Reg.)

The title "HONOR ROLL OF HITS," is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week — Last Week

1. RIDERS IN THE SKY — By Stan Jones — Published by Mayfair (ASCAP) — 1

Records available: B. Crosby-K. Darby Singers, Decca 24618; D. Falligant-H. Winterhalter Ork, MGM 10404; B. Ives, Columbia 38445; Vaughn Monroe, Victor 20-3411; P. Lee, Capitol 57-608; F. Willing & His Riders of the Purple Sage, Capitol 07-40164; S. Jones & His Death Valley Rangers, Mercury 5320; Sons of the Pioneers, Victor 21-0005; E. McCurdy, Monogram 134; Wingy Manone, Kem 2700; J. Saunders-R. Bloch Singers, Hi-Tone 122; The Song Spinners, Vocalion 05003.
(No information on electrical transcription libraries available as The Billboard goes to press.)

2. SOME ENCHANTED EVENING — By Rodgers and Hammerstein — Published by Williamson (ASCAP) — From the Broadway musical, "South Pacific" — 3

Records available: Perry Como-M. Ayres Ork, Victor 20-3402; B. Crosby-J. S. Trotter Ork, Decca 24609; J. Laurenz-J. Carroll Ork, Mercury 0278; Frank Sinatra, Columbia 36446; J. Stafford-P. Weston Ork, Capitol 07-544; H. Winterhalter Ork, MGM 10300; P. Weston Ork, Capitol 07-029; J. Saunders-R. Bloch Ork, Hi-Tone 122; S. Black Ork, London 455; B. Harrington, Vocalion 05000; A. Jolson-V. Young Ork, Dec 24667; J. Davis, Harmony 1048; B. Brees-The Paulette Sisters, Capri 2001; J. Davis, Harmony 1048.
Electrical transcription libraries: Dick Haymes-Carmen Dragon Ork, World, The Music of Manhattan; NBC Thesaurus; Elliot Lawrence, Associated; Shep Fields, Lang-Worth.

3. AGAIN — By Newman and Cochran — Published by Robbins (ASCAP) — 2

Records available: V. Damone-G. Osser Ork, Mercury 0261; D. Day-The Mellomen, Columbia 30487; T. Dorsey-M. Lutes, Victor 20-3427; Joe Graydon-G. Jenkins Ork, Decca 24002; A. Mooney Ork, MGM 10390; M. Scott-The Paulette Sisters, Spotlite 516; M. Torme, Capitol 15428; L. Rucker & C. McLin Combo, Aristocrat 10001; J. Clay Ork, Hi-Tone 109; B. Harrington, Vocalion 55001; Phil Reed, Dance-Tone 330; D. Gardner, Gotham G-181.
Electrical transcription libraries: Linda Stevens-Reno Durant, Standard; Manhattan Madcaps, NBC Thesaurus; Geri Gallan, World.

4. FOREVER AND EVER — By Frank Winkler-Malia Rosa — Published by Robbins (ASCAP) — 4

Records available: H. Carroll & the Carolers, Mercury 5262; Perry Como-M. Ayres, Victor 20-3347; Russ Morgan Ork, Decca 24509; D. Shore-H. Zimmerman Ork, Columbia 30410; M. Whiting, Capitol 15366; P. Reed, Dance-Tone 312; Fran Allison, Rondo 180; J. Clay-The Riddlers, Hi-Tone 108; R. Ross Ork, Vocalion 05004.
Electrical transcription libraries: Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus; Russ Morgan, World; Lucille Norman, Standard; David Street, Standard.

5. BABY, IT'S COLD OUTSIDE — By Rodgers and Hammerstein — Published by E. H. Morris — From MGM's "Neptune's Daughter" — 6

Records available: C. Calloway, Hi-Tone 135; D. Cornel-S. Kaye Ork, V 20-3440; E. Fitzgerald-L. Jordan, Dec 24644; Homer & Jethro-J. Carter, V 21-0078; L. & F. Loesser, Mercury 0307; D. Shore-B. Clark, Col 30403; M. Whiting-J. Mercer-P. Weston Ork, Cap 57-567; E. Williams-R. Montalban, MGM 30197; H. Babbitt-The Allen Sisters, Vocalion 05011; P. Bailey-Hot Lips Page, Harmony 1040.
Electrical transcription libraries: The Jumping Jacks, NBC Thesaurus; Frankie Masters, Associated.

6. BALI HA'I — By Rodgers and Hammerstein — Published by Williamson (ASCAP) — From the Broadway musical, "South Pacific" — 5

Records available: P. Como-M. Ayres Ork, Victor 20-3402; B. Crosby-J. S. Trotter Ork, Decca 24609; P. Lee-D. Barbour Ork, Capitol 57-543; F. Sinatra, Columbia 38440; A. Vincent-M. Miller Ork, Mercury 5273; H. Winterhalter Ork, MGM 10390; P. Weston Ork, Capitol 57-629; J. Long Ork, Hi-Tone 120; S. Black Ork, London 450; B. Harrington, Vocalion 50000; B. Brees-N. Hervey Ork, Capri 2000.
Electrical transcription libraries: Dick Haymes-Carmen Dragon Ork, World; Sweetwood Serenaders, NBC Thesaurus.

7. I DON'T SEE ME IN YOUR EYES ANYMORE — By Benie Benjamin and George Weiss — Published by Laurel (ASCAP) — 8

Records available: B. Clark-E. Hagen Ork, Columbia 38408; P. Como-M. Ayres Ork, Victor 20-3347; H. Forrest, MGM 10373; J. Garber Ork-T. Reardon, Capitol 10402; K. Kallen-M. Miller Ork, Mercury 5205; V. Lynn-S. Browne-B. Farnon Ork, London 403; J. Pace-O. Ellis Ork, Keystone 1500; The Stardusters-G. Jenkins Ork, Decca 24576; L. Douglas-B. Curtis Quartet, Hi-Tone 110; B. Harrington, Vocalion 00001; Phil Reed, Dance-Tone 330.
Electrical transcription libraries: Kaye Armen, Associated; Vincent Lopez, NBC Thesaurus.

8. "A"—YOU'RE ADORABLE — By Kaye, Wise and Lippman — Published by Laurel (ASCAP) — 7

Records available: P. Como-Fontane Sisters, Victor 20-3381; L. Fatine Ork, Decca 24570; J. Pace-O. Ellis Ork, Keystone 1000; R. Paige-The New Yorkers, Spotlite 010; I. Pastor Ork, Columbia 38449; P. Reed, Dance-Tone 311; J. Stafford-G. MacRae-P. Weston Ork, Capitol 15393; A. Vincent-J. Carroll Ork, Mercury 5253; Buddy Kaye Quintet, MGM 10310; H. Babbitt-The Allen Sisters, Vocalion 55011.
Electrical transcription libraries: Bob Eberly-Mack Stewart Quartet, World; Vic Damone, Associated; Sweetwood Serenaders, NBC Thesaurus.

9. THE FOUR WINDS AND THE SEVEN SEAS — By Hal David and Don Rodney — Published by Lambardo (ASCAP)

Records available: R. Clooney, Harmony 1050; B. Crosby-C. Cavallaro, Dec 24677; V. Damone-G. Osser Ork, Mer 5271; J. Desmond-The Quintones, MGM 10451; H. Jeffries, Col 38511; S. Kaye Ork, V 20-3459; G. Lombardo Ork, Dec 24040; J. Saunders-The Riddlers, Hi-Tone 145; M. Torme-F. DeVol Ork, Cap 57-071; H. Babbitt-The Velvetones, Vocalion 00014; D. Dennis-S. Black Ork, London 407.
(No information on electrical transcription libraries available as The Billboard goes to press.)

10. A WONDERFUL GUY — By Rodgers and Hammerstein — Published by Williamson (ASCAP) — From the Broadway Musical, "South Pacific" — 10

Records available: I. Carpenter Ork, Vocalion 55007; S. Fields Ork, MGM 10423; E. Knight, Dec 24040; D. Shore, Col 30450; F. Warren-H. Rene Ork, V 20-3403; M. Whiting-F. DeVol Ork, Cap 07-542; J. Davis, Harmony 1048; E. Baird-R. Arthur Quartet, Hi-Tone 144; J. Davis, Harmony 1048.
Electrical transcription libraries: Louise Carlyle-Music of Manhattan Ork, NBC Thesaurus; Monica Lewis, World.

He's got a new sensation!

Tony Martin

CIRCUS

AND

NO, NO AND NO

RCA VICTOR 20-3488 (47-2947*)



Just out—and already creating big trade excitement! "CIRCUS" has that 'Ballerina' swing and pull that sends 'em! Grab it sure!

Eddy at his greatest! Go with this pair to the top!



Eddy Arnold

I'M THROWING RICE

(At the Girl That I Love)

AND

SHOW ME THE WAY BACK TO YOUR HEART

RCA VICTOR 21-0083 (48-0080*)

THE CERTAIN SEVEN

(Best-sellers that no dealer can afford to be without)

20-3411=47-2902*	Riders in the Sky	Vaughn Monroe
20-3402=47-2898*	Bonus Brahmins' Evening and Ball Hat	Perry Como
20-3347=47-2829*	Forever and Ever and I Don't See Me in Your Eyes Anymore	Perry Como
20-3459=47-2923*	Four Winds and the Seven Seas	Sammy Kaye
21-0051	One Kiss Too Many and The Echo of Your Footsteps	Eddy Arnold
21-0002=48-0012*	Don't Rob Another Man's Castle	Jane Harbi
21-0051=49-0176*	Clair de Lune	

*New Available on 45 RPM

THIS WEEK'S RELEASE!

(Both 78 rpm and 45 rpm. Numbers marked * are 45 rpm.)

POPULAR

Now That I Need You There's No Getting Away from You	FRAN WARREN 20-3482 (47-2941*)
Fiddle Dee Dee It's a Great Feeling	SAMMY KAYE 20-3483 (47-2942*)
Roseanna A Sunday Out in the Country	FREDDY MARTIN 20-3484 (47-2943*)
That Old Black Magic Jump Did-Le Bo	DIZZY GILLESPIE 20-3481 (47-2940*)

COUNTRY AND WESTERN

Varsoviana Blue Danube Waltz	BILL BOYD 21-0071 (48-0067*)
Square Dance Polka Yodeling Bird	ROSALIE ALLEN 21-0072 (48-0068*)
Please Paint a Rose on the Garden Wall Tears Can Never Drown the Flame	SLIM WHITMAN 21-0073 (48-0069*)

SPIRITUAL

Down on My Knees I'm Going to Rest from My Labor After Awhile	FREDDIE EVANS 22-0031 (50-0015*)

DEALERS! Are you ringing up those extra profits with RCA Victor's new Multi-Play Needle? Counter displays, Co-op Mats, and national advertising add up to easy sales.

The stars who make the hits are on

RCA Victor Records

RCA VICTOR DIVISION, RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

The Billboard MUSIC POPULARITY CHARTS PART II

Sheet Music

Based on reports received last three days of Week Ending July 8

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) Indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION Weeks to date	Last Week	This Week		Publisher
12	1	1.	SOME ENCHANTED EVENING (M) (R)	Williamson
12	2	2.	RIDERS IN THE SKY (R)	Mayfair
14	4	3.	AGAIN (F) (R)	Robbins
19	3	4.	FOREVER AND EVER (R)	Robbins
23	7	5.	CRUISING DOWN THE RIVER (R)	Spitzer
15	8	6.	I DON'T SEE ME IN YOUR EYES ANYMORE (R)	Laurel
11	5	7.	BALI HA'I (M) (R)	Williamson
17	6	8.	"A"—YOU'RE ADORABLE (R)	Laurel
4	11	9.	THE FOUR WINDS AND THE SEVEN SEAS (R)	Lombardo
8	9	10.	A WONDERFUL GUY (M) (R)	Williamson
7	10	11.	KISS ME SWEET (R)	Advanced
8	13	12.	BABY, IT'S COLD OUTSIDE (F) (R)	E. H Morris
3	12	13.	ROOM FULL OF ROSES (R)	Hill & Range
3	—	14.	EVERYWHERE YOU GO (R)	Lombardo
16	15	15	CARELESS HANDS (R)	Melrose

ENGLAND'S TOP TWENTY

POSITION Weeks to date	Last Week	This Week		English	American
9	1	1.	WEDDING OF LILI MARLENE	Box and Cox	Leeds
14	3	2.	LAVENDER BLUE (Dilly, Dilly)	Sun	Santly-Joy
9	2	2.	RED ROSES FOR A BLUE LADY	Lawrence Wright	Mills
18	4	4.	TWELFTH STREET RAG	Chappell	Shapiro-Bernstein
6	5	4.	"A"—YOU'RE ADORABLE	Connelly	Laurel
0	5	0	CANDY KISSES	Chappell	Hill & Range
14	0	6.	HOW CAN YOU BUY KILLARNEY	Peter Maurice	Peter Maurice
11	7	8.	PUT YOUR SHOES ON, LUCY	Noel Gay	Bourne, Inc.
10	10	9.	STRAWBERRY MOON	Edward Kassner	Jefferson
6	11	10.	FOREVER AND EVER	Francis Day	Robbins
19	9	11.	FAR AWAY PLACES	Leeds	Laurel
3	12	12.	AGAIN	Francis Day	Robbins
17	14	13.	POWDER YOUR FACE WITH SUNSHINE	Chappell	Lombardo
15	12	14.	IN A SHADY NOOK BESIDE A BABBLING BROOK	Keith Prowse	Stasny
1	—	14.	RIDERS IN THE SKY	Morris	Morris
1	—	16.	ECHO TOLD ME A LIE	Chappell	Chappell
5	10	16.	I'LL ALWAYS LOVE YOU	Noel Gay	*
1	—	18.	BRUSH THOSE TEARS FROM YOUR EYES	Leeds	Leeds
29	18	19.	CUCKOO WALTZ	Keith Prowse	Criterion
21	19	15	IT'S MAGIC	Campbell-Connelly	Witmark

*Publisher not available as *The Billboard* goes to press.

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Cincinnati 22, Ohio

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Name ....☐ $10 enclosed

Address ....☐ Bill me

City ....Zone...State........

7/16

The Billboard MUSIC POPULARITY CHARTS PART III

Radio Popularity

Based on reports received last three days of Week Ending July 8

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys thruout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION Weeks to date	Last Week	This Week			Lic. By
12	1	1.	RIDERS IN THE SKY	V. Monroe Ork....V 20-3411, 47-2902	ASCAP
9	2	2.	AGAIN	D. Day-The Mellomen....Col 38467	ASCAP
11	7	3.	AGAIN	M. Torme-P. Rugolo Ork....Cap 15428	ASCAP
11	6	4.	BABY, IT'S COLD OUTSIDE	D. Shore-B. Clark....Col 38463	ASCAP
5	9	4.	SOME ENCHANTED EVENING	J. Stafford-P. Weston Ork....Cap 57-544	ASCAP
7	16	6.	AGAIN	T. Dorsey Ork-M. Lutes....V 20-3427	ASCAP
11	6	7.	AGAIN	G. Jenkins Ork-Joe Graydon....D 24602	ASCAP
9	3	8.	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston Ork. Cap 57-567, 54-582	ASCAP
17	11	9.	FOREVER AND EVER	P. Como-M. Ayres....V 20-3347, 47-2892	ASCAP

(Continued on page 99)

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system. Numerical points total are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

Week of July 1-7

SI—Sustaining Instrumental
SV—Sustaining Vocal
CI—Commercial Instrumental
CV—Commercial Vocal

Songs	Publisher	Heard in N. Y. SI	SV	CI	CV	Heard in Chi. SI	SV	CI	CV	Heard in Calif. SI	SV	CI	CV	Add. Sur. Pts.	Tot. Pts.
A Kiss and a Rose	Mogull	5	13	1	7	0	3	0	6	0	0	0	4		100
A Wonderful Guy (South Pacific)	Williamson	6	4	0	5	6	7	1	6	4	0	0	4		117
"A"—You're Adorable	Laurel	2	7	0	3	1	5	0	2	1	4	0	2		72
Again (Road House)	Robbins	1	15	1	10	6	11	6	13	2	9	1	9		231
Baby, It's Cold Outside (Neptune's Daughter)	Morris	0	6	0	3	0	4	0	4	0	14	0	3	4	92
Bali Ha'i (South Pacific)	Williamson	3	9	1	6	3	0	5	6	6	2	0	4		132
Candy Kisses	Hill & Range	3	10	0	4	3	5	0	4	3	3	0	3		89

(Continued on page 99)

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(Beginning Friday, July 1, 5 a.m., and ending Friday, July 8, 5 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.

(F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

A Kiss and a Rose (R) ....Mogul—ASCAP
A Wonderful Guy (M) (R) ....Chappell—ASCAP
"A"—You're Adorable (R) ....Laurel—ASCAP
Again (F) (R) ....Robbins—ASCAP
And It Still Goes (R) ....Shapiro-Bernstein—ASCAP
Baby, It's Cold Outside (F) (R) ....E. H. Morris—ASCAP
Bali Ha'i (M) (R) ....Chappell—ASCAP
Candy Kisses (R) ....Hill & Range—BMI
Careless Hands (R) ....Melrose—ASCAP
Everytime I Meet You (F) (R) ....Feist—ASCAP
Five Foot Two, Eyes of Blue (R) ....Feist—ASCAP
Forever and Ever (R) ....Robbins—ASCAP
Havin' a Wonderful Wish (F) (R) ....Paramount—ASCAP
How It Lies, How It Lies, How It Lies (R) ....E. H. Morris—ASCAP
Hucklebuck (R) ....United—ASCAP
I Don't See Me in Your Eyes Anymore (R) ....Laurel—ASCAP
In the Good Old Summertime (R) ....E. B. Marks—BMI
Just One Way To Say I Love You (M) (R) ....Berlin—ASCAP
Kiss Me Sweet (R) ....Advanced—ASCAP
Let's Take an Old-Fashioned Walk (M) (R) ....Berlin—ASCAP
Lover's Gold (R) ....Oxford—ASCAP
Maybe It's Because (R) ....Bregman-Vocco-Conn—ASCAP
Merry-Go-Round Waltz (R) ....Shapiro-Bernstein—ASCAP
My One and Only Highland Fling (F) (R) ....Harry Warren—ASCAP
Riders in the Sky (R) ....E. H. Morris—ASCAP
So In Love (M) (R) ....T. B. Harms—ASCAP
Some Enchanted Evening (M) (R) ....Chappell—ASCAP
Someone To Love (R) ....Warren Publications—BMI
Swiss Lullaby (R) ....Southern—ASCAP
The Beautiful Blonde From Bashful Bend (F) (R) ....Miller—ASCAP
There's Yes, Yes in Your Eyes (R) ....Witmark—ASCAP
Weddin' Day (R) ....Famous—ASCAP
Who Do You Know in Heaven? (R) ....Robbins—ASCAP
You're So Understanding (R) ....Barron-Pemora—BMI


NO ONE...
EVER...
HAD TWO...
IN A ROW...
THIS FAST!!!
VAUGHN
sentimental as "there i said it again"... smooth as "ballerina"
MONROE
rhythmic as "cool water"... homespun as "how soon"
"Someday"
catchy as "let it snow"...
powerful as "riders in the sky!"
78 rpm
20-3510
RCA VICTOR RECORDS
45 rpm
47-2986

Hits on Harmony RECORDS

manufactured and recorded by Columbia Records, Inc.



BING CROS[illegible] h orchestra
1007
P[illegible]
She Reminds Me of You
1006
Waltzing in a Dream
Stay on the Right Side of the Road

JERRY WAYNE and JULIE WILSON with orchestra
two smash hits from Irving Berlin's score of the Broadway Hit "Miss Liberty"
1047
Just One Way to Say I Love You
Let's Take an Old-Fashioned Walk

SAMMY KAYE and orchestra
vocal by Tommy Ryan
1040
My Buddy
Sweet Georgia Brown
1041
Let Me Call You Sweetheart
Sometimes I'm Happy
1053
It Looks Like Rain in Cherry Blossom Lane
When They Played the Polka

AL JOLSON with Guy Lombardo Orch.*
1004
Rockabye Your Baby With a Dixie Melody*
You Are Too Beautiful
1005
April Showers*
Hallelujah, I'm a Bum

ROSEMARY CLOONEY with orchestra
1050
Four Winds and Seven Seas
Lover's Gold

BENNY GOODMAN and sextette
1011
If I Had You
Limehouse Blues
1012
Bewitched
with orch. and vocal by Helen Forrest
Blues in the Night
with orch. and vocal by Peggy Lee

PEARL BAILEY
with Hot Lips Page Orch.
1049
Baby, It's Cold Outside
The Hucklebuck
1054
It's a Great Feeling
(from Warner film "It's a Great Feeling")
Ain't He (She) Sweet
(With bones player)

MILLS BROTHERS
with guitar instrumental
1001
Anytime, Anyday, Anywhere
St. Louis Blues
1002
Put on Your Old Grey Bonnet
Smoke Rings

RUSS MORGAN and orchestra
1022
Way Down Yonder in New Orleans
Wabash Blues
1052
I Love a Lassie
with vocal chorus by Choir
Linger Awhile
Stumbling
featuring piano

PHIL BRITO with orchestra
1051
Room Full of Roses
You're Breaking My Heart
(with Italian Chorus)

ARTIE SHAW and orchestra
1014
Sweet Lorraine
Just You, Just Me
1016
Copenhagen
Sobbin' Blues

JANETTE DAVIS with orch.
those wonderful "South Pacific" hits
1048
Some Enchanted Evening
A Wonderful Guy

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1007____	1011____	1051____	1049____	1004____
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1047____	1022____	1041____	1014____	1001____
1050____	1052____	1053____	1016____	1002____
				1048____

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The Billboard MUSIC POPULARITY CHARTS PART IV

Retail Record Sales

Based on reports received last three days of Week Ending July 8

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically, according to greatest sales. The "B" side of each record is listed in italics.

POSITION Weeks to date	Last Week	This Week	Record (*B side*)	Artist	Label
13	1	1.	RIDERS IN THE SKY / *Single Saddle*	V. Monroe Ork	V 20-3411, 47-2902—ASCAP
11	2	2.	SOME ENCHANTED EVENING / *Bali Ha'i*	P. Como-M. Ayres Ork	V 20-3402, 47-2896—ASCAP
13	3	3.	AGAIN / *Skip To My Lou*	G. Jenkins Ork-J. Graydon	D 24602—ASCAP
10	4	4.	BABY, IT'S COLD OUTSIDE / *I Never Heard You Say*	J. Mercer-M. Whiting-P. Weston Ork.	Cap 57-567, 54-582—ASCAP
6	5	5.	SOME ENCHANTED EVENING / *Bali Ha'i*	B. Crosby-J. S. Trotter Ork	D 24609—ASCAP
18	11	6.	FOREVER AND EVER / *You, You, You Are the One*	R. Morgan Ork	D 24569—ASCAP
5	14	7.	THE FOUR WINDS AND THE SEVEN SEAS / *Out of Love*	S. Kaye Ork	V 20-3459, 47-2923—ASCAP
15	8	8.	I DON'T SEE ME IN YOUR EYES ANYMORE / *Because You Love Me*	G. Jenkins-The Stardusters	D 24576—ASCAP
10	9	9.	BABY, IT'S COLD OUTSIDE / *My One and Only Highland Fling*	D. Shore-B. Clark	Col 38463—ASCAP
5	16	10.	ROOM FULL OF ROSES / *It's Summertime Again* (The Starlighters-P. Weston Ork, Cap 07-617; Sons of the Pioneers V 21-0065; 6 Sims Coral 60007; E. Howard Merc 0290; D. Haymes, Dec 24023; G. Morgan, Col 20594 & 2-272; P. Terry with R. Arthur Quartet Hi-Tone 145, J. Wayne, Col (78) 38525, (LP) 1-270; P. Brito, Harmony 1051; C. Foster & Ork, Vocalion 55013)	S. Kaye-D. Cornell-The Kaydets	V 20-3441—BMI
14	10	11.	AGAIN / *Blue Moon*	M. Torme-P. Rugolo Ork	Cap 15428—ASCAP
9	12	11.	I DON'T SEE ME IN YOUR EYES ANYMORE / *Forever and Ever*	P. Como-M. Ayres Ork	V 20-3347—ASCAP
7	16	11.	HUCKLEBUCK / *Again* (B. Goodman, Ca 57-576; F. Sinatra, Co 38486, B. Marshall-Cozy Cole Ork, D 48099; R. Milton & His Solid Senders, Specialty SP 326, The Pig Footers, Merc 8130; Big Bis Andrews & Her Huckle-Busters, Ca 57-7000; C. Calloway & His Cab Jivers, Hi-Tone 135)	T. Dorsey Ork-S. Shavers	V 20-3427—ASCAP
1	—	11.	ROOM FULL OF ROSES / *A Chapter in My Life Called Mary*	D. Haymes	D 24632—BMI
9	5	15.	BALI HA'I / *Some Enchanted Evening*	P. Como-M. Ayres Ork	V 20-3402, 47-2896—ASCAP
5	13	16.	YOU'RE BREAKING MY HEART / *The Four Winds and the Seven Seas*	V. Damone-G. Osser Ork	Mercury 5271
8	20	17.	A WONDERFUL GUY / *Younger Than Springtime*	M. Whiting-D. DeVol Ork	Cap 57-512—ASCAP
4	19	17.	HUCKLEBUCK / *It Happens Every Spring*	F. Sinatra	Col 38486, 1-222—ASCAP
4	29	17.	BABY, IT'S COLD OUTSIDE / *Don't Cry, Cry Baby*	E. Fitzgerald-L. Jordan	D 24644—ASCAP
18	7	20.	FOREVER AND EVER / *I Don't See Me in Your Eyes Anymore*	P. Como-M. Ayres	V 20-3347, 47-2892—ASCAP
1	—	21.	MAYBE IT'S BECAUSE / *It Happens Every Spring* (Bob Crosby & M. Morgan, Col 38504; C. Thornhill Ork-R. McIntyre, V 20-3456; A. & D. Russell-B. Cole Ork, Cap 57-550; E. Howard & Ork, Merc 5314)	D. Haymes	D 24650
1	—	21.	NOW, NOW, NOW IS THE TIME / *Oh You Sweet One* (T. Phillips Ork, Tower 1460; L. Orsen-R. Dorey, V (78) 20-3505; (40) 47-2077; G. MacRae-P. Weston Ork, Cap 07-679)	R. Morgan-Andrews Sisters	D 24664
21	18	23.	CRUISING DOWN THE RIVER / *Sunflower* (L. Monti's Tu-Tones, Double Feature DF 2010; The Paulette Sisters-Spotlite Ork, Spotlite 505; The Riddlers-The Hi-Tonians, Hi-Tone 104; Ames Brothers, Coral 60030; B. Barron Ork, MGM 10346; N. Alexander, Monogram 111; H. Carroll & the Carolers, Merc 5240; P. Scola's Ork, London 306; J. Smith-The Clark Sisters-P. DeVol Ork, Cap 15372; D. Majowski Ork, Harmonia H-1215; F. Carle Ork-M. Hughes, Col 38411; Three Suns, V 20-3340)	R. Morgan Ork	D 24568—ASCAP
17	29	23.	BLUE SKIRT WALTZ / *Charlie Was a Boxer* (H. Harding, Orond G-25031; H. Carroll & Carolers, Merc 5252; L. Duchow's Red Raven Ork, V 20-3350; Bocach-Habat Polka Ork, Dec 45068, V. Zembrusky, Continental C-1260; Harmony Bells Ork-J. Conway & the Wayfarers, Dana 2042; R. Ross Ork, Vocalion 55005)	F. Yankovic and His Yanks-The Marlin Sisters	Col 12394-F—ASCAP
1	—	23.	TWENTY-FOUR HOURS OF SUNSHINE / *In a Shady Nook By a Babbling Brook* (C. Cavallero Ork, Dec 24070; D. Jurgens Ork, Col (78) 38030, (LP) 1-283; Fontane Sisters-C. Green, V (70) 20-3004, (45) 47-2976; 4 Hits & a Miss-The Veltones, Vocalion 55015)	A. Mooney Ork	MGM 10446
1	—	23.	LET'S TAKE AN OLD-FASHIONED WALK / *Just One Way to Say I Love You* (F. Sinatra-D. Day, Col (78) 38513, (LP) 1-280; D. Haymes-G. Jenkins Ork, Dec 24666; F. Masters Ork, MGM 10465; J. Wayne-J. Wilson, Harmony 1047; M. Whiting-F. DeVol Ork, Cap 07-666)	P. Como	V 20-3469, 47-2931—ASCAP

(Continued on page 32)

WARNING!

In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information is shown in the left-hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.



JIMMY WAKELY

celebrates

10 YEARS ON RECORDS

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"TELLIN' MY TROUBLES TO MY OLD GUITAR"

backed by:

"TRY TO UNDERSTAND"

CAPITOL RECORD NO. 57-40187

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HEADING FOR THE MONEY!

* JO STAFFORD	"HOMEWORK" OVER: "JUST ONE WAY TO SAY I LOVE YOU"	RECORD NO. 57-665
* MARGARET WHITING	"LET'S TAKE AN OLD-FASHIONED WALK" OVER: "PARIS WAKES UP AND SMILES"	RECORD NO. 57-666
* PEGGY LEE	"YOU CAN HAVE HIM"	RECORD NO. 57-670
* BETTY HUTTON	"THAT'S LOYALTY" OVER: "HAMLET"	RECORD NO. 57-696
* MEL TORMÉ	"THE FOUR WINDS AND THE SEVEN SEAS" OVER: "IT'S TOO LATE NOW"	RECORD NO. 57-671
* KAY STARR	"I WISH I HAD A WISHBONE" OVER: "THERE'S YES! YES! IN YOUR EYES"	RECORD NO. 57-681
* GORDON MACRAE	"NOW! NOW! NOW! (IS THE TIME)" OVER: "TWO LITTLE *NEW* LITTLE *BLUE* LITTLE *EYES*"	RECORD NO. 57-679
* PEE WEE HUNT	"THE CHARLESTON"	RECORD NO. 57-673
* NAT "KING" COLE	"WHO DO YOU KNOW IN HEAVEN"	RECORD NO. 57-680
* JULIA LEE AND HER BOY FRIENDS	"TONIGHT'S THE NIGHT"	RECORD NO. 57-70013
* PETE DAILY'S CHICAGOANS	"SHE LOOKS LIKE HELEN BROWN" OVER: "SOUTH"	RECORD NO. 57-40008
* TEX WILLIAMS	"HAM'N EGGS"	RECORD NO. 57-40194

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Use Colorful Capitol Promotion Aids to Attract Customers, Clinch Sales!

Ask your distributor for yours today. He has a whole galaxy of eye-catching point-of-sale material and ad mats geared to stop traffic and create enthusiasm. And he'll be glad to set up arresting contest displays that will bring in the crowds... send your profits soaring!



America's No. 1 Singing Cowboy on Capitol records

JIMMY WAKELY

CONGRATULATIONS

JIMMY WAKELY

Thanks for your fine recordings of our tunes ON

CAPITOL RECORDS

"ONE HAS MY NAME THE OTHER HAS MY HEART"
(Over 500,000 sold)

"I LOVE YOU SO MUCH IT HURTS"
(Over 400,000 sold)

"TILL THE END OF THE WORLD"
(Over 200,000 sold)

Here's to Your Latest Hit
"TELLING MY TROUBLES TO MY OLD GUITAR"

Southern Music Publishing Co., Inc.
1619 Broadway New York, N. Y.

The Billboard MUSIC POPULARITY CHARTS PART IV

Retail Record Sales

Based on reports received last three days of Week Ending July 8

BEST-SELLING CHILDREN'S RECORDS

Records listed are those children's records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION Week	Last	This to date	Week		
57	1	1.	LITTLE TOOT (One Record)		
			Don Wilson-The Starlighters	Cap	DAS-80, CASF-3001
57	4	2.	BUGS BUNNY (Three Records)		
			Mel Blanc	Cap	CC-64, CCF-3004
2	7	2.	BOZO'S JUNGLE JINGLES (One Record)		
			P. Colvig-B. May Orch	Cap	DAS-3001
46	5	4.	BUGS BUNNY AND THE TORTOISE (Two Records)		
			Mel Blanc-Billy May	Cap	DBX-93
57	2	5.	BOZO AT THE CIRCUS (Two Records)		
			Alan Livingston-Vance "Pistol" Colvig	Cap	BRX-34—DBX-114
24	3	6.	SO DEAR TO MY HEART ALBUM (Four Records)		
			Walt Disney-D. May, director	Cap	BD-124, DD-109, CDF-3000
33	8	7.	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records)		
			Fred Waring and Pennsylvanians		CUS-7
16	7	7.	MOTHER GOOSE (One Record)		
			Capitol Children's Orch	D	CU-100
42	10	9.	BOZO UNDER THE SEA (Two Records)		
			Vance "Pistol" Colvig, Alan Livingston	Cap	DBX-99
30	—	9.	BAMBI ALBUM (Three Records)		
			S. Temple-Chorus, F. Smith, director	V	Y-326
3	11.		SPARKY AND HIS TALKING TRAIN (Two Records)		
			B. May-Alan Livingston	Cap	BC-66, DC-119
27	—	12.	RUSTY IN ORCHESTRAVILLE (Two Records)		
			Billy May-Alan Livingston	Cap	BC-35, CCF-3007, DC-115
3	—	12.	SONGS OF SAFETY (Parts I and II) (One Record)		
			F. Luther	D	CU-113
1	—	12.	MOTHER GOOSE SONGS (Parts I and II) (One Record)		
			Peter Pan Players	Peter Pan	2120
26	—	15.	PECOS BILL (Three Records)		
			Roy Rogers-Sons of the Pioneers	V	Y-375
4	—	15.	MICKEY AND THE BEANSTALK (Three Records)		
			J. Mercer	Cap	CCX-67
3	15	15.	OLD MAC DONALD HAD A FARM (One Record)		
			B. Williams	Peter Pan	2226

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

POSITION Week	Last	This to date	Week		
193	1	1.	Clair de Lune		
			Jose Iturbi	V	11-8881; 49-0178
8	2	2.	Bachianas Brasileiros		
			B. Soyer	Col	71760-D
163	3	3.	Chopin's Polonaise		
			Jose Iturbi	V	11-8484; 49-0134
141	4	4.	Jalousie		
			Boston Pops Orch; Arthur Fiedler, conductor	V	12160
138	4	4.	Warsaw Concerto		
			Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist	V	11-8863; 49-0252

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

Newcomers in this classification this week apparently mirror heavy sales resulting from RCA Victor's clearance sale

POSITION Week	Last	This to date	Week		
11	2	1.	Rimsky-Korsakov: Scheherazade (Five Records)		
			San Francisco Symphony Orch; Pierre Monteux, conductor	V	DM 520
8	1	2.	Solome (Two Records)		
			L. Wellitch, Metropolitan Opera Ork; F. Reiner, director	Col	MX 216; ML 2046
99	—	3.	Rachmaninoff Concerto No. 2 in C Minor (Five Records)		
			Artur Rubinstein, pianist; NBC Sym Orch; Vladimir Golschmann	V	1075
15	4	4.	Grieg's Concerto in A Minor (Three Records)		
			A. Rubinstein, Philadelphia Ork; E. Ormandy, director	V	DM 960
6	—	5.	Beethoven: Fifth Symphony (Four Records)		
			NBC Symphony Orch; A. Toscanini, director	V	DM-840

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among dealers in all sections of the country. Albums are listed numerically according to greatest sales

POSITION Week	Last	This to date	Week		
9	1	1.	SOUTH PACIFIC (Seven Records)		
			Mary Martin-Ezio Pinza	Col	MM-850
21	2	2.	KISS ME, KATE (Six Records)		
			A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clarke		
			A. Diamond	Col	C-200
8	3	3.	DICK CONTINO (Four Records)		
			Dick Contino, accordion	Magnolia	MA-801
3	—	4.	JIMMIE RODGERS MEMORIAL (Three Records)		
			J. Rodgers	V	P-244
7	6	5.	SQUARE DANCES (Four Records)		
			C. Stone and His Square Tunes Band	Cap	BD-44
3	4	5.	SOUTH PACIFIC (Four Records)		
			M. Martin-P. Lee-C. Morison-J. Buthaur-F. DeVol	Cap	CD 162
21	—	7.	VAUGHN MONROE SINGS (Four Records)		
			V. Monroe	V	P-234
5	5	8.	SOUTH PACIFIC (Four Records)		
			Bing Crosby-Donny Kaye-Evelyn Knight-Ella Fitzgerald		
			B. Crosby	D	A-714
5	—	9.	A CONNECTICUT YANKEE (Three Records)		
			B. Crosby-R. Flemin-W. Bendix-Sir C. Hardwicke	D	A-699
32	7	10.	GLENN MILLER MASTERPIECES (Four Records)		
			G. Miller	V	P-169
30	—	10.	THEME SONGS (Four Records)		
			S. Kaye-T. Dorsey-T. Beasley-Larry Green-V. Monroe-F. Martin-W. King-Three Suns	V	P-217



M-G-M RECORDS DELIVERS THE HITS!

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3 BIG M-G-M "Firsts"

BLUE BARRON



and his Orchestra

THERE'S YES! YES! IN YOUR EYES
I HAD MY HEART SET ON YOU

Both Vocals by Ensemble

M-G-M 10417

ART MOONEY



and his Orchestra

TWENTY-FOUR HOURS OF SUNSHINE
IN A SHADY NOOK BY A BABBLING BROOK

Both vocals by Art Mooney Choir

M-G-M 10446

BILLY ECKSTINE



CRYING
TEMPTATION

M-G-M 10458

Hits from the Broadway Show "MISS LIBERTY"



BILLY ECKSTINE



(Just One Way To Say) I LOVE YOU

(From the musical production "Miss Liberty")

GOOD-BYE

M-G-M 10472

HELEN FORREST



HOMEWORK
YOU CAN HAVE HIM

(Both from the musical production "Miss Liberty")

M-G-M 10473

FRANKIE MASTERS



and his Orchestra

LET'S TAKE AN OLD-FASHIONED WALK

(From the musical production "Miss Liberty")

EV'RY NIGHT IS SATURDAY NIGHT

M-G-M 10465

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT



The Biggest Name On Records!

THAT MOUNTAIN OF MELODY

"TINY" HILL

AND HIS ORCHESTRA

Back Again With A Hit!

"AIN'T SHE SWEET"

Vocal by "Tiny" with the OLD shuffle rhythm

BACKED BY

"ME, MYSELF and I"

MERCURY NON-BREAKABLE 5308

MORE TINY HITS. GOING GREAT!

"Angry" "Home To Stay" 6001 — "San" "If You Knew Susie" 6076 — "Baby Come Home" "The Last Straw" 6110

Only Mercury has the Hits on Non-Breakable

The Billboard MUSIC POPULARITY CHARTS PART V

Juke Box Record Plays

Based on reports received last three days of Week Ending July 8

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes List is based on The Billboard's weekly survey among 1,558 operators in all sections of the country Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart Part I

POSITION Weeks to date	Last Week	This Week	Title	Artist / Record
12	1	1.	RIOERS IN THE SKY	V. Monroe Ork ....V 20-3411, 47-2902—ASCAP
8	2	2.	SOME ENCHANTEO EVENING	P. Como-M. Ayres Ork ....V 20-3402, 47-2896—ASCAP
12	3	3.	AGAIN	G. Jenkins Ork-Joe Graydon ....D 24602—ASCAP
18	4	4.	FOREVER AND EVER	R. Morgan Ork .O 24569—ASCAP
8	5	5.	SOME ENCHANTED EVENING	B. Crosby-J. S. Trotter Ork ....O 24609—ASCAP
6	14	6.	BABY, IT'S COLD OUTSIOE	D. Shore-B. Clark ....Col 38463—ASCAP
9	19	7.	AGAIN	A. Mooney Ork ....MGM 10398—ASCAP
3	11	8.	ROOM FULL OF ROSES	S Kaye Ork-D. Cornell-The Kaydels ....V 20-3441—BMI
				(The Starlighters-P. Weston Ork, Cap 57-617; Sons of the Pioneers, V 21-0065; S Sims, Coral 60067; E. Howard, Merc 5296; D. Haymes, Dec 24623, G Morgan, Col 20594 & 3-272, P Terry, with R. Arthur Quartet. Hi-Tone 145; J. Wayne, Col (78) 38525, (LP) 1-276; P. Brito, Harmony 1051; C. Foster & Ork, Vocalion 55013)
6	8	9.	BABY, IT'S COLO OUTSIDE	J. Mercer-M. Whiting-P. Weston Ork ....Cap 57-567, 54-532—ASCAP
13	7	10.	I OON'T SEE ME IN YOUR EYES ANYMORE	G. Jenkins Ork-The Stardusters ....D 24576—ASCAP
5	15	11.	BABY, IT'S COLD OUTSIOE	E. Fitzgerald-L. Jordan ....D 24644—ASCAP
2	16	12.	BALI HA'I	B. Crosby-J. S. Trotter Ork ....D 24609—ASCAP
15	5	13.	FOREVER AND EVER	P. Como-M. Ayres ....V 20-3347, 47-2892—ASCAP
17	20	14.	BLUE SKIRT WALTZ	F Yankovic and His Yanks-The Marlin Sisters ....Col 12394-F—ASCAP
				(H Harding, Grand G-25013, B. Carroll & Carmers, Merc 5252, L. Duchow's Red Raven Ork, V 20-3356, Bocach-Hahat Polka Ork, O 45066. V Zembrusky, Continental C-1260, Harmony Bells Ork-J. Conway & The Wayfarers, Dana 2042 R. Ross Ork Vocalion 55005)
8	—	14.	RIDERS IN THE SKY	B. Crosby-K. Oarby Singers ....D 24618—ASCAP
14	11	16.	"A" YOU'RE AOORABLE	P. Como-Fontaine Sisters-M Ayres Ork. V 20-3361, 47-2899—ASCAP
9	27	17.	I OON'T SEE ME IN YOUR EYES ANYMORE	P. Como-M. Ayres Ork ....V 20-3347—ASCAP
7	16	18.	AGAIN	T. Oorsey Ork-M. Lutes ....V 20-3427—ASCAP
5	24	18.	SOME ENCHANTED EVENING	J. Stafford-P. Weston Ork ....Cap 57-544—ASCAP
10	9	20.	AGAIN	V. Damone-G. Osser Ork ....Mercury 5261—ASCAP
2	—	21.	HUCKLEBUCK	F. Sinatra ....Col 38486, 1-222—ASCAP
				(B. Goodman, Cap 57-576; A. Kirk, Vocalion 55009. T. Dorsey Ork-S. Shavers, V 20-3427; J. Hampton Ork, Dec 24652; P. Bailey, Harmony 1049; B. Marshall-Cozy Cole Ork, Dec 40090; R. Milton & His Solid Senders, Specialty SP 328; The Pig Footers, Merc 8130; Big Sis Andrews & Her Huckle Busters, Can 57-70000; C. Calloway & His Cab Jivers, Hi-Tone 135)
2	—	21.	THE FOUR WINDS AND THE SEVEN SEAS	S. Kaye Ork ....V 20-3459, 47-2923
15	26	23.	"A" YOU'RE AOORABLE	Jo Stafford and G. MacRae-P. Weston Ork ....Cap 15393—ASCAP
4	22	23.	AGAIN	D. Day-The Mellomen ....Col 38467—ASCAP
20	—	23.	CRUISING DOWN THE RIVER	R. Morgan Ork ....D 24568—ASCAP
				(L. Monti's Tu-Tones, Double Feature DF 2010; The Paulette Sisters-Spotlite Ork, Spotlite 505; The Riddlers-The Hi-Tonians, Hi-Tone 104; Ames Brothers, Coral 60035; B Barron Ork, MGM 10346; N. Alexander, Monogram 111; H. Carroll & the Carolers, Merc 5240; P. Scala's Ork, London 356; J. Smith-The Clark Sisters-F. DeVol Ork, Cap 15372; D. Majewski Ork, Harmonia H-1215; F. Carle Ork-M. Hughes, Col 38411; Three Suns, V 20-3340)
1	—	23.	YOU'RE BREAKING MY HEART	V. Damone-G. Osser Ork ....Mercury 5271
10	10	27.	AGAIN	M. Torme-P. Rugolo Ork ....Cap 15428—ASCAP
4	—	28.	BALI HA'I	P. Como-M. Ayres Ork ....V 20-3402—ASCAP
6	—	28.	FOREVER ANO EVER	O Shore-H. Zimmerman Ork ....Col 38410, 1-134—ASCAP
2	30	28.	ROOM FULL OF ROSES	E. Howard....Mercury 5296—BMI

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 28)

2	24	23.	JUST ONE WAY TO SAY I LOVE YOU / *Let's Take An Old-Fashioned Walk*	P. Como-M. Ayres Ork ....V 20-3469, 47-2931—ASCAP
				(J. Stafford-P. Weston Ork-The Starlighters, Cap 57-665)
3	22	28.	BABY, IT'S COLD OUTSIOE / *Whispering Waters*	D. Cornell-S. Kaye Ork ....V 20-3448, 47-2914—ASCAP
7	27	29.	MERRY-GO-ROUNO WALTZ / *Canadian Capers*	G. Lombardo and His Royal Canadians ....D 24624—ASCAP
				(L. Welk Ork, Merc 5294; R. Ross Ork, Vocalion 55005; A. Mooney Ork, MGM 10405, Marlin Sisters, Col 12431-F)
5	29	29.	BALI HA'I / *Some Enchanted Evening*	B. Crosby-J. S. Trotter Ork ....D 24609—ASCAP

WARNING!

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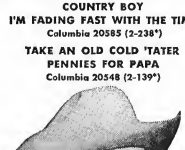
GEORGE MORGAN *(Appears regularly on "Grand Ole Opry", WSM, Nashville)*
ROOM FULL OF ROSES • PUT ALL YOUR LOVE IN A COOKIE JAR
Columbia 20594 (2-272*)

CANDY KISSES • PLEASE DON'T LET ME LOVE YOU
Columbia 20547 (2-138*)

LITTLE JIMMY DICKENS
(Appears regularly on "Grand Ole Opry", WSM, Nashville)
COUNTRY BOY
I'M FADING FAST WITH THE TIME
Columbia 20585 (2-238*)

TAKE AN OLD COLD 'TATER
PENNIES FOR PAPA
Columbia 20548 (2-139*)





LEON McAULIFFE *(His own program on KVOO, Tulsa)*
CARELESS HANDS • PANHANDLE RAG
Columbia 20546 (2-137*)

SOMEBODY ELSE IS A-BEATIN' MY TIME
NO ONE FOR ME
Columbia 20565 (2-183*)



THE 101 RANCH BOYS *(ABC Network Show)*
TWO CENTS, THREE EGGS AND A POSTCARD
BLUEBIRD ON YOUR WINDOWSILL
Columbia 20600 (2-295*)

PLUS

BILL MONROE
(Appears regularly on "Grand Ole Opry", WSM, Nashville)
HEAVY TRAFFIC AHEAD • ALONG ABOUT DAYBREAK
Columbia 20595 (2-275*)

FLOYD TILLMAN
SLIPPING AROUND
YOU MADE ME LIVE, LOVE AND DIE
Columbia 20581 (2-216*)

THE FIVE SCAMPS
THE FISHING SONG • GOOD LOVER BLUES
Columbia 30168

CHRIS POWELL
HOT DOG
LAST SATURDAY NIGHT
Columbia 30162

*Columbia 7-Inch Microgroove Records



*"Columbia," "Masterworks" and ◉ Trade-Marks Reg. U. S. Pat. Off. Marcas Registradas ® Trade-Mark

COLUMBIA RECORDS

The Billboard MUSIC POPULARITY CHARTS PART VI

Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending July 8

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

Records listed are country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase country and Western records.

POSITION

Weeks to date	Last Week	This Week	Title	Artist / Label
19	1	1.	LOVE SICK BLUES .... *Never Again*	Hank Williams and His Drifting Cowboys.....MGM 10352—BMI
9	2	2	THE ECHO OF YOUR FOOTSTEPS .... *One Kiss Too Many*	Eddy Arnold, the Tennessee Plow-boy.................V 21-0051
9	5	3.	WEDDING BELLS.......... *I've Just Told Mama Goodbye*	H Williams and His Drifting Cowboys...MGM 10401—ASCAP
3	6	4.	I'M THROWING RICE AT THE GIRL I LOVE........ *Show Me the Way Back to Your Heart*	E. Arnold ....V 21-0083, 48-0080—BMI
10	3	5.	ONE KISS TOO MANY...... *The Echo of Your Footsteps*	Eddy Arnold, the Tennessee Plow-boy............V 21-0051—BMI
21	14	6.	CANDY KISSES............ *Please Don't Let Me Love You*	George Morgan....Col 20547—BMI
20	4	7.	DON'T ROB ANOTHER MAN'S CASTLE .... *There's Not a Thing*	Eddy Arnold ....V 21-0002, 48-0042—BMI
2	12	7.	TENNESSEE POLKA....... *I'm Throwing Rice at the Girl I Love*	R. Foley................D 46170
39	—	9.	TENNESSEE SATURDAY NIGHT .... *Blues in My Heart*	Red Foley-The Cumberland Valley Boys............D 46136—BMI
2	—	10.	SLIPPING AROUND........ *You Made Me Live, Love and Die*	F. Tillman.............Col 20581
13	8	11.	I'M BITING MY FINGER-NAILS AND THINKING OF YOU .... *Don't Rob Another Man's Castle*	E. Tubb-Andrews Sisters-Texas Troubadours......D 24592—BMI
3	—	12.	COUNTRY BOY .... *I'm Fading Fast With the Time*	"Little" Jimmy Dickens............................Col 20585
16	10	13.	TENNESSEE BORDER...... *Candy Kisses*	R. Foley..........D 46151—BMI
12	10	13.	CANDY KISSES .... *Tennessee Border*	R. Foley...........D 46151—BMI
1	—	13.	SHOW ME THE WAY BACK TO YOUR HEART.... *I'm Throwing Rice at the Girl I Love*	E. Arnold ....V 21-0083, 48-0080—BMI

WARNING!

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ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

A Kiss To Remember
Smokey Rogers (The Spelling) Cap 57-40189

Back Up and Push
C. Harding & Colorado Cowhands (Bald Headed) Dome 1812

Bald Headed Boogie
C. Harding & Colorado Cowhands (Back Up) Dome 1012

Cotton Pickin' Blues
C. Harding & Colorado Cowhands (Way Down) Dome 1813

He's a Cowboy Auctioneer
J. Taylor-The Indiana Red Birds (I'm Goin') Red Bird 1005 & 1806

Honey, Be My Honey Bee
D. Denny (It Makes) Hi Tone 148

Horse Pickin' Mama
C. Rodgers (The Letter) Donett "Hit" 777

I Wander Who
F. Thornton & The Sons of the Golden West (The Wino) Melody Trail 218

I'm Goin' To Settle Down
J. Taylor-The Indiana Red Birds (He's a) Red Bird 1005 & 1805

It Makes No Difference Now
D. Denny (Honey, Be) Hi-Tone 148

Lonely Renfro Valley Rose
C. Rodgers (My Heart) Donett "Hit" 112

Maumee Valley
J. Taylor & His Tailormaids (Swingaroo Polka) Red Bird 1004 & 1803

My Heart Went Straying to You
C. Ridgers (Lonely Renfro) Donett "Hit" 112

Roll Along, Kentucky Moon
H. Haynes (Waltz With) V (78) 21-8087; (45) 48-8886

Saturday Night Boogie
A. Dexter & His Troopers (There'll Come a Time) Col (78) 20593; (LP) 2-271

Swingaroo Polka
J. Taylor & His Tailormaids (Maumee Valley) Red Bird 1804 & 1003

Tennessee Polka
Pee Wee King & His Golden West Cowboys (The Nashville) V (78) 21-8888; (45) 48-8085

That Lonesome Old Moon
D. Dedmon & His Rhythm Ramblers (That Blond) Imperial 8081

The Blues Keep Hangin' On
D. Dedmon & His Rhythm Ramblers (You Can't) Imperial 8058

The Handout Song
J. Atkins (Silver Dollars) Coral 88082

The Letter I Never Did Mail
C. Rodgers (Horse Pickin') Donett "Hit" 777

The Longer We're Together (The More We Drift Apart)
H. Hawkins (Would You) King 793

The Nashville Waltz
Pee Wee King & His Golden West Cowboys (Tennessee Polka) V (78) 21-0088; (45) 48-8885

The Parting
D. Reynolds & His Westerners (Texas Yodel) Selective S-1X

The Return of the Wayfaring Stranger
Album—B. Ives (4-10")
Columbia (78) C-186; (LP) CL 6058
Bonnie Wee Lassie . . . Col 38484
1. Colorado Trail; 2. Roving Gambler . . Col 38484
John Hardy . . . Col 38485
Little Mohee . . . Col 38482
Lord Randall . . . Col 38483
On Springfield Mountain . . . Col 38482
The Divil and the Farmer . . . Col 38485
Troubadour Song . . . Col 38483

The Spelling Song (I L-O-V-E U)
Smokey Rogers (A Kiss) Cap 57-48199

The Steam Boat
Country Cousins (Ricketts Hornpipe) Solo 12-805

The Whispering Pines
J. Taylor-The Indiana Red Birds (You're Really) Red Bird 1801 & 1082

The Wino Blues
F. Thornton & The Sons of the Golden West (I Wonder) Melody Trail 218

There'll Be No Teardrops Tonight
H. Williams & His Drifting Cowboys (Mind Your) MGM 10461

There'll Come a Time
A. Dexter & His Troopers (Saturday Night) Col (78) 20593; (LP) 2-271

a frantic hit by "FRANTIC" FAY THOMAS
"I DON'T WANT YOUR MONEY HONEY"
Backed by "WAGA-WAGA" EXCLUSIVE NO. 109X
"B & O BLUES" another CHARLES BROWN "HIT" with Johnny Moore's 3 Blazers EXCLUSIVE NO. 111X
Exclusive records

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BUFFALO NICKEL
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—FULLY RECORDED—
OXFORD MUSIC CORP.
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MUSIC BOURNE TO LIVE
Columbia 38457
BOB CROSBY'S
"DON'T CALL ME SWEETHEART ANYMORE"
ABC MUSIC CORP. 799-7th Ave. N.Y.19,N.Y.

WHO DO YOU KNOW IN HEAVEN
NAT COLE ....Capitol
INK SPOTS ....Decca
DICK JAMES ....London
DICK JURGENS ....Columbia
ART LUND ....MGM
CLAUDE THORNHILL ......Victor
ROBBINS MUSIC CORPORATION

The Billboard MUSIC POPULARITY CHARTS

PART VI

Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending July 8

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

Records listed are country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators locations requires country and Western records.

POSITION This Week	Last Week	No.	TITLE	ARTIST	LABEL & NUMBER
20	1	1.	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
9	2	2.	ONE KISS TOO MANY	Eddy Arnold, the Tennessee Plowboy	V 21-0051—BMI
6	3	3.	THE ECHO OF YOUR FOOTSTEPS	Eddy Arnold, the Tennessee Plowboy	V 21-0051—BMI
7	13	4.	WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401—ASCAP
20	—	5.	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	V 21-0002, 48-0042—BMI
2	8	6.	I'M THROWING RICE AT THE GIRL I LOVE	E. Arnold	V 21-0083, 48-0099—BMI
4	8	7.	TENNESSEE POLKA	R. Foley	D 46179
14	7	8.	TENNESSEE BORDER	R. Foley	D 46151—BMI
18	—	9.	CAN'T YOU KISS ME GOODNIGHT	C. Morgan	Col 20547—BMI
8	—	10.	RIDERS IN THE SKY	B. Ives	Col 33445—ASCAP
3	—	11.	THE SAME SWEET GIRL	Hank Locklin	4 Star 1313
1	—	12.	CANDY KISSES	B. Hobbs and His Trail Herders	MGM 10366—BMI
1	—	12.	COUNTRY BOY	"Little" Jimmy Dickens	Col 20585
5	—	12.	RAINBOW IN MY HEART	C. Morgan	Columbia 20563
1	—	12.	MONEY, MARBLES AND CHALK	Cap Stubby and the Buccaneers	D 46149

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FOLK TALENT AND TUNES

By Johnny Sippel

Western Wax Waumpum: In the second week of The Billboard's new running survey of folk music disk jockeys, which has been answered by 41 platter pilots across the nation, **Hank Williams'** "Lovesick Blues" (MGM) remains the most requested tune, with **Floyd Tillman's** "Slippin' Around" (Columbia); **George Morgan's** "Candy Kisses" (Columbia); **Pee Wee King's** "Waltz of the Alamo" (Victor) and **Eddy Arnold's** "One Kiss Too Many" (Victor) following in that order. In rating releases as future hits, the octane disk whirlers selected **Homer and Jethro's** "Baby, It's Cold Outside" (Victor) as most promising, with **Jimmy Dickens's** "Country Boy" (Columbia) second; **Red Foley's** "I'm Throwin' Rice" and "Tennessee Polka" (Decca) tied for third, and **Eddy Arnold's** "I'm Throwin' Rice" (Victor), fifth.

Eddie Kirk (Capitol) is on an extended tour of Oregon, Washington, Idaho and Utah, skedded by Americana Corporation, Hollywood folk music booking office. He started June 16 and will finish August 1. . . . **Uncle Art Satherly,** Columbia's v.-p. in charge of folk music, visited Nashville, St. Louis, Tulsa, Okla., and Dallas recently and then trekked to Hollywood. . . . **Phil Simon,** Grand Rapids, Mich., promoter, has purchased 100 dates on **Tex Ritter** and his troupe from Associated Booking Corporation's Chi act booker, **Frank Taylor.** Starting September 16, the Tex Ritter Western Festival and Circus will play thru 13 States, with most of the dates set for arenas and auditoriums. Personnel will include: **Bozo the Clown,** Capitol recording kiddie fave; **Boots Gilbert and the Westernaires; Slim Andrew,** Ritter's film comedian; **Pinky the Clown,** dog act; the **Two Zanies,** unicycle act, and a trampoline act.

Dude Martin and the Gang (Victor) are now working a video show weekly over KGO-TV, San Francisco, NBC outlet. The cast includes Martin and his frau, **Peggy,** and **Ted Johnson,** accordion. . . . **Uncle Harve and the Ragtime Ramblers** at WGBS, Miami, have inked a five-week pact with the Wometco Theaters in that area to work five nights per week in the chain's houses. Group, which includes **Harold (Happy) Thaxton,** bass and comedy; **Rusty Linkister,** guitar; **Tex Barnes,** guitar; **Bill Wallace,** steel guitar; **Harold (Lazy) Donelson,** fiddle, and **Harve's** guitar and emsee, will continue Wednesday and Saturday nights at the Ritz Ballroom, Miami square dance terpery.

Oscar Davis, the Nashville promoter, is flying a "Grand Ole Opry" troupe, made up of **Red Foley** and His Cumberland Valley Boys, **Minnie Pearl, Rod Brasfield** and **Jimmie Dickens,** on a Western junket. The group's itinerary includes: Denver, July 10; Portland, Ore., 11; Oakland, Calif., 12; Los Angeles, 13-14. This tour represents the longest hop on record for a rustic p.-a. tour. . . . **Russ Browne,** d. j. at WRNY, Rochester, N. Y., is using a 15-minute seg of his octane jockeying for a featured singer, whose life history, including hobbies, appearance, etc., he includes. . . . **Smiley Wilson** and the Range Partners, WRAL, Raleigh, N. C., are inking a new pact with the Tobacco Network, covering 11 stations, with the fall season extending to 18 stations. Wilson, who has cut for Apollo, is currently dickering with several major firms. . . . **Hal Fuller's** Tennessee Hoedowners, a five piecer, is working with "Cousin Ed" Klein, d. j. at WWXL, Peoria, Ill., on his "Dog House" stint daily.

(Continued on page 38)







The American Foundation for The Blind Lights the Way for Those Who Walk in Darkness

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9073—THE RAVENS "Rickey's Blues" "The House I Live In"
9074—JOHNNY BOTHWELL "Scotch Plaid"—"Bolero Balinese"
9079—TOMMY EDWARDS "Just Love, My Sweet" "Help! Help!"
9080—WINGY MANONE "Face on Bass" "Can't Get You Off My Mind"
9081—DALLAS BARTLEY "I Know What It's All About" "You're the Greatest"

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HAWKSHAW HAWKINS
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WOULD YOU LIKE TO HAVE A BROKEN HEART!
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The Billboard MUSIC POPULARITY CHARTS PART VII

Rhythm & Blues Records

Based on reports received last three days of Week Ending July 8

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.

POSITION Weeks to date	Last Week	This Week	Title	Artist	Label
13	1	1.	TROUBLE BLUES *Honey, Keep Your Mind On Me*	G. Brown	Aladdin 3024—BMI
22	6	2.	HUCKLEBUCK *Hoppin' John*	P. Williams	Savoy 683—ASCAP
11	2	3.	LITTLE GIRL, DON'T CRY *Moosey*	B. M Jackson and His Buffalo Bearcats	King 4288
10	3	4.	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1506—ASCAP
13	7	5.	DRINKIN' WINE, SPO-DEE-O-DEE *Blues Mixture*	"Stick" McGhee	Atlantic 873
4	9	6	IN THE MIDDLE OF THE NIGHT *Pot Luck Boogie*	A. Milburn	Aladdin 3026—BMI
7	11	7.	DRINKIN' WINE, SPO-DEE-O-DEE *She Just Won't Sell No More*	W. Harris	King 4292
13	5	8.	HOLD ME, BABY *Jitterbug Parade*	A. Milburn	Aladdin 3023
11	4	8.	TELL ME SO *Deacon Jones*	The Orioles	Jubilee 5005—BMI
12	—	10.	HUCKLEBUCK *Sympathetic Blues*	R. Milton	Specialty 328—ASCAP
7	10	11.	COLE SLAW *Every Man To His Own Profession*	L. Jordan's Tympany Five	D 24633—ASCAP
13	11	12.	CLOSE YOUR EYES *Candle Glow*	H. Lance	Sittin' In-514—ASCAP
5	14	13.	CONFESSION BLUES *I Love You, I Love You, I Love You*	Maxine Trio	Downbeat 171
1	—	14.	BLUE AND LONESOME *Help Me Some*	Memphis Slim	Miracle 138
7	15	15.	POT LIKKER *Red Boy at the Mardi Gras*	T. Rhodes	King 4287

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MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

Records listed are rhythm and blues most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

POSITION Weeks to date	Last Week	This Week	Title	Artist	Label
23	3	1	HUCKLEBUCK	P. Williams	Savoy 683—ASCAP
13	1	2.	TROUBLE BLUES	C. Brown	Aladdin 3024—BMI
14	2	3.	DRINKIN' WINE	"Stick" McGhee	Atlantic 873
12	4	4.	LITTLE GIRL, DON'T CRY	B. M. Jackson and His Buffalo Bearcats	King 4288
8	7	5.	POT LIKKER	T. Rhodes	King 4287
11	7	6.	CLOSE YOUR EYES	H. Lance	Sittin' In-514—ASCAP
11	14	7.	D' NATURAL BLUES	L. Millinder Ork	V 20-3351
15	15	8.	AIN'T NOBODY'S BUSINESS (Parts 1 and II)	J. Witherspoon	Supremo 1506—ASCAP
1	—	8.	I LOVE YOU SO	Pee Wee Crayton	Modern 20-676
1	—	8.	BLUE AND LONESOME	Memphis Slim	Miracle 136
1	—	8.	BECAUSE	H. Lance	Sittin' In-519
11	10	12.	TELL ME SO	The Orioles	Jubilee 5005
1	—	12.	HOUSE ROCKER	P. Williams and His Hucklebuckers	Savoy 702
5	8	14.	CONFESSION BLUES	Maxine Trio	Downbeat 171
3	7	14.	IN THE MIDDLE OF THE NIGHT	A. Milburn	Aladdin 3026—BMI
1	—	14.	A KISS AND A ROSE	The Charioteers	Col 38438

ADVANCE RHYTHM & BLUES RECORD RELEASES

Come Down, Baby
Cousin Joe-D. Well's Blue Seven (Don't Pay) Hi-Tone 149

Don't Pay Me No Mind
Cousin Joe-D. Well's Blue Seven (Come Down) Hi-Tone 149

B. & O. Blues
C. Brown with J. Moore's Three Blazers (I Hate) Exclusive 111X

Beans and Corn Bread
J. Morris Ork (Bottletop) Atlantic 878-D. J.

Blueberry Hill
S. Gibson & The Red Caps (I Love) Mercury 8146

Bottletop
J. Morris Ork (Beans and) Atlantic 878-D J.

Easy Baby
E. (Sugarman) Penigar-Little Miss Sharecropper (Lost and) V (78) 22-0036; (45) 50-0020

Everybody's Jumpin' Tonight
Dootsie Williams (Gamblin' Blues) Blue 107

Gamblin' Blues
Dootsie Williams (Everybody's Jumpin') Blue 107

Good Lover Blues
The Five Scamps (The Fishing) Col 30168

I Done Got Ready
B. Collins (I'm Gonna) Blue 106

I Hate Myself
C. Brown with J. Moore's Three Blazers (B. & O.) Exclusive 111X

I Love You
S. Gibson & The Red Caps (Blueberry Hill) Mercury 8140

If I Give You My Love
J. Medlin Ork (What More) Atlantic 877-D. J.

I'm Gonna Sing and Shout
B. Collins (I Done) Blue 106

Long Lost Lover Blues
T-Bone Walker (You're My) Cap 57-70023

Lost and Blue
Eddie (Sugarman) Penigar (Easy Baby) V (78) 22-0036; (45) 50-0020

Page Boy Shuffle
J. Thomas Ork (Tear Drops) King 4298

Square Bear
Johnson Trio (Eat Daddy) Imperial 5040

Stranger in Town
E. Woodland Ork-J. D. Summers (Jumpin' With) Gotham O-186

Sunday Afternoon
E. Spencer Ork (Box Lunch) Black & White 875

Take Out the Squeal (If You Want a Meal)
E. Jackson Ork (If I Had) Supremo 1527

Tanglewood 'Round My Heart
Kokomo Wellington (Goodbye) Mer 8147

Teardrops
J. Thomas Ork (Page Boy) King 4209

The Derby
F. Mitchell Ork (Slider) Derby 711

The Fishing Song
The Five Scamps (Good Lover) Col 30168

The Golden Rule
C. Norris Trio (I Ain't) Imperial 5044

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TR 3-3201

OLIVE MASON PIANO QUARTET
R-181 "AFTER YOU'VE GONE" "SUNDAY"
It's Terrific!
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TEMPO
Listen to
BROTHER BONES
Newest Record Smash!
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BULLET 309
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When Your Baby Packs Up and Goes
by
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BULLET RECORDS
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August... TURNOVER ...August

The Monthly FOR RECORD AND PHONOGRAPH DEALERS



Here are some of the Vital Subjects covered in the August issue of Turnover to help dealers sell more at a greater profit . . .

A factual study of how one dealer sold 700 television sets in one year and is today making money out of his service department . . .

How to combat resistance to television in some houses where they believe it is "bad for the kids" . . .

How some dealers are combating the price-cutting practice by emphasizing many other features that can and are effectively selling more television sets . . .

How some stores have reduced inventories as much as 50% . . .

Dealer tips and easy-to-remember facts about furniture styles, adaptability and trends to help sell consoles and consolettes . . .

How one small-town dealer built up a tremendous mail-order business . . .

How dealers can effectively compete against the factory-to-consumer set operation . . .

And literally scores of ideas that have moved merchandise and made money for other dealers and can do the same for you . . .

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The Billboard MUSIC POPULARITY CHARTS PART VIII

Record Reviews

Based on reports received last three days of Week Ending July 8

RATINGS (100 Point Maximum)	90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined

Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market.

The Categories

Point listings are maximums. Song caliber, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST / TUNES / LABEL AND NO. / COMMENT — RATINGS: OVER-ALL, DISK JOCKEY, DEALER, OPERATOR

POPULAR

KEN GRIFFIN
(Rondo R-192)

By the Waters of the Minnetonka 62--60--62--65
The organist takes the redskin classic at an unrelenting breakneck tempo, with recurrent cascade effect in the treble. Pitched at one level, side doesn't have the juke promise of Griffin's better works.

Beautiful Wisconsin 62--60--62--63
Beyond a possible land-of-lakes appeal, this dull creation promises nothing.

GUY LOMBARDO (Kenny Gardner-The Lombardo Trio)
(Decca 24661)

There's Something About Paree 81--82--79--82
The Lombardo crew makes a pleasing plattering of the Davis-Silver march.

San 82--82--81--82
The oldie is revived spiritedly.

TONY MARTIN (Skip Martin Ork)
(Victor 20-3488)

Circus 87--89--87--85
Martin is nothing short of magnificent in this shining rendition of a very different ballad—an art song of high quality. Should be especially big with the jockeys.

No, No and No 84--84--84--84
Another standout vocal and song—this time a gypsy-tinged tango in the romantic vein.

AL TRACE (and His Shuffle Rhythm Ork-Bob Vincent)
(Columbia 38531)

Swing Your Partner Polka 79--75--79--83
Joyful polka gets a big, brassy ork rendition and arresting vocal. Marked for tavern play.

Bright Eyes 83--82--83--85
Typical Trace ebullience, with whistling, staccato unison chanting, etc., makes this attractive pan of corn a promising novelty piece.

LARRY FOTINE (Johnny Goodfellow & The Romancers)
(Decca 24663)

Ting-a-Ling 70--70--70--71
An engaging waxing of the waltz revival.

We'll Still Be Honeymooning (On Our Golden Wedding Day) 70--70--68--71
(Fotine Trio & Ensemble)
Another of those old-fashioned ensemble songs is done up pleasingly enough.

POPULAR

GENE KRUPA & ORK (Dolores Hawkins, Bill Black, Roy Eldridge)
(Columbia 38520)

Swiss Lulleby 83--85--82--82
This is an excellent tongue-in-cheek production of the simple lullaby which should draw plenty of attention.

The Galloping Comedians 89--90--88--88
An adaptation from Kabalevsky's ballet piece is beautifully executed by the Krupa crew. Could be another "Sabre Dance."

DICK JURGENS & ORK (Jimmy Castle & Vocal Group)
(Columbia 38530)

Who Do You Know In Heaven (That Made You the Angel You Are?) 83--83--83--83
Tune is stirring since its debut on a London disk, and this breezy production treatment augurs action. Ork sound is superlative.

Twenty-Four Hours of Sunshine 87--87--86--88
Jurgens makes a strong bid here for a top spot among the novelty orks with an infectious, lilting treatment of the pollyanna waltz.

BILL LAWRENCE
(Victor 20-3489)

All Year 'Round 64--64--64--64
Lawrence is listless on a ballad which could impress if brought to life.

I'll Keep the Lovelight Burning 66--66--66--66
Another soporific treatment of a thoroly attractive plug ballad.

MARGARET WHITING (Frank De Vol & Ork)
(Capitol 57-666)

Let's Take an Old-Fashioned Walk 89--90--90--88
This lilting waltz from "Miss Liberty" is perfectly fitted to Maggie's styling with aid from DeVol's orking.

Paris Wakes Up and Smiles 86--88--88--85
Maggie sings the "Liberty" waltz well, but the orking doesn't quite capture the spirit of the pretty tune.

TWO-TON BAKER
(Mercury 5306)

Ev'rybody Kissed the Bride 78--78--75--80
Baker rousingly works over a polka which should ring up midwestern juke box coins.

I Like Stinky Cheese 81--80--80--83
Another spirited polka with a stimulating air is handled even more rousingly by Two-Ton.

(Continued on page 110)

The Billboard MUSIC POPULARITY CHARTS PART IX

Record Possibilities

Based on reports received last three days of Week Ending July 8

THE BILLBOARD PICKS:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling most played or most heard features of the Chart

THAT'S MY WEAKNESS NOW..........Russ Morgan Ork.....................Decca 24692
Morgan, a vocal group and a real old-hat orking wraps up the oldie in solid commercial style. Should sweep up at the jukes and do well in other disk quarters.

YOU'RE BREAKING MY HEART........Buddy Clark..............Columbia (No number available)
Clark sings the tune which Vic Damone's Mercury disking has whirled into hitdom at his most impeccable best. Aided and abetted by a chorus and ork, Clark's etching should fetch plenty of coin in the competition on the song.

YOU'RE BREAKING MY HEART........
WHO DO YOU KNOW IN HEAVEN......Ink Spots.........................Decca 24693
The Spots may return to disk prominence with this pairing of a couple of fast-moving ballads. The difference here is the addition of a string ork for backing for the quartet while Billy Kenny tenors superlatively and the bass-baritone does his half-chorus recitation.

AIN'T HE (SHE) SWEET................Pearl Bailey and Hot Lips Page with Bones Accompaniment..............Harmony 1054
The oldie, on the upgrade via a Crystalette etching, draws a first-rate feathery light rendition by the affable Miss Bailey with the bones and rhythm offering just the right mood and beat. Hot Lips gravel voice gets a chorus. All told—an auspicious disking for 49 cents.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be

1. HOMEWORK ....Jo Stafford..........Capitol 57-665
2. JUST ONE WAY TO SAY I LOVE YOU..Jo Stafford..........Capitol 57-665
3. LET'S TAKE AN OLD-FASHIONED WALK ....Doris Day-Frank Sinatra..........Columbia 38513
4. VELOA ....Ray Anthony..........Capitol 57-622
6. TEMPTATION ....Billy Eckstine..........MGM 10458

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. HOMEWORK ....Jo Stafford..........Capitol 57-665
2. LET'S TAKE AN OLD-FASHIONED WALK ....Dick Haymes..........Decca 24666
3. THERE'S YES! YES! IN YOUR EYES..Kay Starr..........Capitol 57-661
4. WHO DO YOU KNOW IN HEAVEN?..King Cole Trio..........Capitol 57-680
5. THE FOUR WINDS AND THE SEVEN SEAS ....Mel Torme..........Capitol 57-671

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below Based on a weekly survey among them on what the juke box operators think tomorrow's will be.

1. TWENTY-FOUR HOURS OF SUNSHINE ....Art Mooney..........MGM 10446
2. LET'S TAKE AN OLD-FASHIONED WALK ....Perry Como..........Victor 20-3469
3. HOMEWORK ....Jo Stafford..........Capitol 57-665
4. JUST ONE WAY TO SAY I LOVE YOU ....Perry Como..........Victor 20-3469
5. MAYBE IT'S BECAUSE..........Dick Haymes..........Decca 24650
6. WEDDIN' DAY..........Bing Crosby-Andrews Sisters..........Decca 24635

FOLK TALENT AND TUNES

(Continued from page 35)

Folk music entertainers, promoters and fans will be interested in reading the folk music park column, new Billboard feature, in the parks section. It covers the important activities in this summer rustic music field. . . . **Red Sovine** (MGM) has joined the big folk music cast at KWKH, Shreveport, La. . . . **Little Tex Worrell**, disk jockey at KRNO, San Bernardino, Calif., reports that he is conducting an "All-Star Western Hit Parade," based on The Billboard's folk music pop charts. . . . **Shorty Thompson and His Saddle Rockin' Rhythm Crew** are playing theaters in the Midwest in connection with the showing of "Eldorado Pass," a **Charlie Starrett and Smiley Burnette** picture, in which they appear.

Jimmie Short and His Texas Ramblers (Decca), who haven't had a definite radio connection for sometime, are now airing over KTRH, Houston. Group is composed of Jimmie's brothers, **Leon, Tommy** and **Buddy**. . . . **Alan Morris** has started a folk music platter assignment at KCNA, Tucson, called the "Arizona Hayride." . . . **Hubert Willbanks** is working with **Grandpappy Nerritt** at WLAQ, Rome, Ga. He previously worked at WAGA, Atlanta. . . . Southern Music is putting out a **Pee Wee King** square dance album, coincidental to his release of two Victor square dance albums. King is not inked exclusively to any pubber, as was previously rumored. . . . **Nelson King** and his aid, **Don Davis**, are now doing four-and-three-quarter hours of folk music disking over WCKY, Cincinnati, daily.

Uncle Ervin Victor, the veteran folk music platter pilot, now at KMOX, St. Louis, is doing three-and-a-half hours nightly, winding up his "All-Nite Frolic" at 3 a.m. . . . **Johnny Hicks**, **Hal Horton's** successor at KRLD, Dallas, reports that the "Traveling Texan," star of the "Big D Jamboree," has been inked by Capitol. . . . **Al Dexter** (Columbia) has purchased the Bridgeport Club in Dallas. . . . **Johnny Hicks** has been inked by Talent label, cutting "Mended, One Broken Heart" and "Why Be Afraid To Cry" as his first release.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

The Billboard MUSIC POPULARITY CHARTS PART X

Advance Information

Based on reports received last three days of Week Ending July 8

ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

A Thought in My Heart
J. Stafford-G. MacRae-P. Weston & Ork (Whispering Hope) Cap 57-690

A Wonderful Guy
J. Davis (Some Enchanted) Harmony 1048

Ain't He (She) Sweet?
P. Bailey & The Mariners (It's a) Harmony 1054

Ain't She Sweet?
B. Brothers (Sheik of) Merit 301

Baby's It's Cold Outside
P. Bailey-Hot Lips Page (The Hucklebuck) Harmony 1040

Bali Ha'i
B. Brees-N. Hervey Ork (Holiday) Capri 2000

Beautiful Wisconsin
K. Griffin (By the) Rondo R 192

Blame My Absent-Minded Heart
M. Carson-H. Rene (Song of) (78) V 20-3508; (45) 47-2080

Blues in the Night March
T. Beneke & Ork (The One) (78) V 20-3513; (45) 47-2989

By the Waters of the Minnetonka
K. Griffin (Beautiful Wisconsin) Rondo R 102

Careless Hands
Lynn Hilburn (I'd Be) High Time Records 08

Cecilia
R. Clary (Give Me) Cap 57-702

> The following abbreviations are being used thruout the list of Advance Record Releases:
> Cap—Capitol
> Col—Columbia
> Dec—Decca
> Mer—Mercury
> V—Victor
> All other labels will continue to be spelled out.
> Where 78, 45 and 33⅓ (LP) r.p.m. numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-1941; (45) 47-2354, etc.

Crackerjack Polka
B. Brothers (Maybe) Merit 300

Dime a Dozen
L. Welk & Ork (Have a) Mer 6312

Don't You Ever Forget
J. Harriss-Hi-Timers Ork (Would It) High Time HT-115

Fiddle Dee Dee
Johnston & Dean (Strange Animules) London 457

Follow the Swallow to Hide-a-Way Hollow
V Lynn-B Farnon Ork (Now That) London 450

Give Me a Little Kiss, Will Ya Huh?
R. Clary (Cecilia) Cap 57-702

Give Me a Song With a Beautiful Melody
O. Dennis-S. Black Ork (The Four) London 457

Give Me a Song With a Beautiful Melody
L. Green-R. Dorey (Now! Now!) (78) V 20-3505; (45) 47-2077

Hang on the Bell, Nellie
B. Cotton Ork (Rolling 'Round) London 462

Have a Heart
L. Welk & Ork (Dime a) Mer 6312

Holiday
B. Brees-The Paulette Sisters (Bali Ha'i) Capri 2000

Hollywood Square Dance
A. Shelton (Let's Harmonize) London 462

I Get Sentimental Over Nothing
A. Shelton (Twilight) London 458

I Love a Lassie
R. Morgan & Ork (Linger Awhile) Harmony 1052

I Wear a Saddle on My Heart
A. Wayne-Tune Tailors-H. Saunders Ork (I'm Oh) Superb ASR-600

I Wish I Had a Wishbone
K. Starr (There's Yes!) Capitol 57-681

I'd Be a Fool Again
Clyde Johnson (Careless Hands) High Time 00

If I Had You
B. Goodman Sextet (Limehouse Blues) Harmony 1011

I'm a Rollin'
The Wagners (Lili Marlene) Bullet 1078

I'm Oh So Lonesome Tonight
A. Wayne-H. Saunders Ork (I Wear) Superb ASR-600

It Looks Like Rain in Cherry Blossom Lane
S. Kaye & Ork (When They) Harmony 1053

It's a Great Feeling
P. Bailey & The Mariners (Ain't He) Harmony 1054

It's Divine, So Divine
E. Hawkins-J. Mitchells (The Buffalo) (78) V 20-3500; (45) 47-2961

It's Too Late Now
C. Foster & Ork (Lover's Gold) Vocalion 55012

Just for Fun
D. Martin-P. Weston & Ork (My Own) Cap 57-501

Let's Harmonize
V. Lynn-A. Shelton (Hollywood Square) London 463

Laughing Trombone Polka
R. Morgan (That's My) Dec 24692

Lili Marlene
The Wagner's (I'm a) Bullet 1078

Limehouse Blues
B. Goodman Sextet (If I) Harmony 1011

Linger Awhile—Stumbling
R. Morgan & Ork (I Love) Harmony 1052

Look at Me
J. Nichols & B. Lee-The Keynotes-N. Temple Ork (The Story) London 400

Love Is a Beautiful Thing
The Unitones (Send Ten) London 401

Lover's Gold
R. Clooney (The Four) Harmony 1050

Lover's Gold
C. Foster & Ork (It's Too) Vocalion 55012

Maybe
B. Brothers (Crackerjack Polka) Merit 300

Maybe It's Because
H. Babbit & The Veltones (The Four) Vocalion 55014

Maybe It's Because
E. Howard & Ork (Tell Me) Mer 5314

My Own, My Only, My All
F. Laine-C. Fischer's Ork (Now That) Mer 5311

My Own, My Only, My All
D. Martin-P. Weston Ork (Just for) Cap 57-691

Marie
Arthur Lee Simpkins (With Love) Crystalette CR-604

Mary Martin Sings for You Album—M. Martin-B. Ludlow-L. Engel (4-10") Columbia MM-843
- A Foggy Day . . . Col 4566
- But Not for Me . . . Col 4564-M
- Glad To Be Unhappy . . . Col 4564-M
- I See Your Face Before Me . . . Col 4565-M
- I Want To Be With You . . . Col 4566-M
- It's a Lovely Day Tomorrow . . . Col 4565-M
- Maybe . . . Col 4563-M
- My Funny Valentine . . . Col 4563-M

Now! Now! Now Is the Time
Andrews Sisters-Russ Morgan Ork (Oh, You) Decca 24664

Now! Now! Now (Is the Time)
L. Green-R. Dorey (Give Me) (78) V 20-3505; (45) 47-2977

Now! Now! Now!
G. MacRae-P. Weston Ork (Two Little) Capitol 57-679

Now That I Need You
F. Laine-C. Fischer's Ork (My Own) Mer 5311

Now That I Need You (Where Are You?)
V. Lynn-B. Farnon Ork (Follow the) London 460

Oh, You Beautiful Doll
Mr Goon-Bones & Ralph Ford (Sweet Jennie Lee) Crystalette CR-605

Oh, You Sweet One
Andrews Sisters-Russ Morgan Ork (Now! Now!) Decca 24664

Oh, You Sweet One
4 Hits & a Miss-The Veltones (Twenty-Four) Vocalion 55015

One Kiss Too Many
J. Day (Echo of) Vocalion 55018

Paddlin' Madelin' Home
A. Rey Ork (Washington and) Cap 57-701

Parade of the Wooden Soldier Polka
C. Lucas Ork (This Is) King 15008

Paradise
B. Crosby (She Reminds) Harmony 1007

Rainbow in My Heart
M. Shiner (Wedding Bells) Vocalion 55017

Reckon I'm in Love
Pied Pipers-S. Martin (Somehow) (78) V 20-3515; (45) 47-2991

Rolling 'Round the World
B. Cotton Ork (Hang on) London 462

Room Full of Roses
P. Brito (You're Breaking) Harmony 1051

Room Full of Roses
C. Foster & Ork (There's Yes) Vocalion 55013

Scotch Hot
B. Whitlock (Two of) London 456

Send Ten Pretty Flowers to My Girl in Tennessee
The Unitones (Love Is) London 461

She Reminds Me of You
B. Crosby (Paradise) Harmony 1007

Sheik of Araby
B. Brothers (Ain't She) Merit 301

Silver Lining Album—Vaughn Monroe & Ork (4-10" & 4-45)
(78) V —240; (45) WP-248
- A Kiss in the Dark
- Avalon
- Look for the Silver Lining
- Shine On Harvest Moon
- Time on My Hands
- Who

Some Enchanted Evening
B. Brees-The Paulette Sisters-J. Leahy's Ork (You're Heartless) Capri 2001

Some Enchanted Evening
J. Davis (A Wonderful) Harmony 1048

Somehow
Pied Pipers-S. Martin (Reckon I'm) (78) V 20-3515; (45) 47-2991

(Continued on page 101)

The Billboard MUSIC POPULARITY CHARTS PART XI

Album Reviews

Based on reports received last three days of Week Ending July 8

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE RATINGS
(100 points—the maximum)

90-100	tops
80-89	excellent
70-79	good
40-69	satisfactory
0-39	poor

THE CATEGORIES

	Max. Pts.
1. Production Idea (grouping of selection continuity)	18
2. "Name Value"	18
3. Caliber of Material	15
4. Manufacturers' Distribution Power	10
5. Exploitation Aids (Record company and other advertising-promotion film, legit and other plugs)	10
6. Interpretation	15
7. Record Quality	5
8. Manufacturers' Production Efficiency	5
9. Packaging (art work, binding, wrapping)	10

FRANKLY SENTIMENTAL—FRANK SINATRA (4-10") **80**
Columbia C-185

Body and Soul; Laura; Fools Rush In; Spring Is Here; One for My Baby; Guess I'll Hang My Tears Out To Dry; When You Awake; It Never Entered My Mind

This collection of eight superb evergreens shows off Frank Sinatra several notches above the level currently being maintained by his regular single disk efforts. He treats these beautiful songs like works of love and the results are gratifying. On five of the sides, The Voice is aided tastefully by Axel Stordahl's ork while the other three have an unbilled quintet for the background. Sinatra may have slipped a bit but he still has legions of fans and this package should prove to be a big thing for them.

JUKES: Most sides could draw coins.
JOCKS: Pop spinners will want this package.

STRAVINSKY: CONCERTO FOR TWO SOLO PIANOS—VITYA VRONSKY-VICTOR BABIN (3-12") **71**
Columbia MM-837

This is one of several works in music literature which disproves the general belief that concertos are written for solo instrument with orchestral background. The modern Russian master wrote this striking work in 1935 after a concert tour here. It is written with equal responsibility handed each of the two pianos—neither is reduced to an accompanying instrument. The work makes use more of the percussive nature of the piano than it does of the legato and the results are vibrant and energetic modern music. Vronsky and Babin—husband and wife—play the work vigorously with full understanding of Stravinsky's conception. The technical recording is excellent.

JUKES: Not suitable.
JOCKS: For the heavier FM and longhair segs.

VIVALDI: CONCERTO GROSSO IN G MINOR OP. 3, NO. 2—Antonio Guarnieri, conducting the Orchestra of the Maggio Musicale Florentino (2-12") **78**
Capitol-Telefunken EBL 8005

This work, by a contemporary of Bach and Handel, is in a form frequently used by these more famous masters. It employs a group of soloists—here two violins and cello, with a full ensemble—here a string orchestra—playing to each other in the intimate style of chamber music. Vivaldi, the leading violinist of his time, was also a composer of richly dramatic music, and this particular work is typical. This work is not for connoisseurs alone, since it is accessible to the layman on first hearing. Its freshness and purity tab it as an appropriate release for summer buyers. The recording is excellent, in the quiet European style, and the performance is thoroly satisfying. Notes are interesting, cover is the same rich simulated leather used on all Capitol-Telefunken releases.

JUKES: Not suitable.
JOCKS: Perfect for summer longhair segs.

FOLK SONGS OF THE BRITISH ISLES—Robert Merrill (Leila Edwards) (3-10") **75**
Victor MO 1306

The Ballymure Ballad; Mary of Allendale; Oliver Cromwell; Come, Let's Be Merry; Down by the Sally Gardens; My Lovely Celia; Phillys Has Such Charming Graces.

Merrill, the Met's excellent baritone, and a big name on radio, should enjoy a fairly brisk sale to the family trade with this collection. With connoisseurs of folk music, however, it's unlikely to register very strongly. The quality of the voice is tops, but Merrill doesn't use much finesse and his touch isn't always as light as the simple songs require. The tunes themselves are well-chosen.

JUKES: Not suitable.
JOCKS: For middle-brow shows and Sunday segs.

MOZART: CONCERTO IN B-FLAT FOR BASSOON AND ORCHESTRA, K. 191—Arturo Toscanini-NBC Symphony Ork-Leonard Sharrow, Bassoon (2-12") **80**
Victor DM-1301

Mozart composed this concerto, one of the two he wrote for the instrument, at the age of 18. It's a light, joyful work, fully exploiting the buffoon character of the bassoon. Sharrow does a clean, toneful job in the solo spot, and Toscanini conducts with his usual authority and vitality. Any Toscanini-Mozart release is big news to collectors, and this particular brand is geared to lightweight summer tastes. While some of the dyed-in-the-wool connoisseurs may take issue with the maestro's hard-driven tempi in the faster movements, all will welcome the high level of musicianship and the beautiful sound of the recording itself.

JUKES: Not suitable.
JOCKS: For middle as well as longhair spinners.

JOHANN STRAUSS: OPERETTES—Die Fledermaus; A Night in Venice; Der Zigeunerbaron (3-12") **83**
Capitol ECL 8008

Capitol follows its Lehar album with a delightful culling from Strauss—and again the emphasis is on the music. The performers' names are not indicated on the album cover or in the liner notes, tho they do appear, of course, on the record labels. This was obviously not done to keep anonymous the participants in so charming a presentation, but rather to let the music have full sway. The principal songs from the three operettas are done not as single, isolated selections, but rather are worked into a framework that has continuity and unity. Here Strauss is treated seriously—accorded a full orchestra, skilled conductors, and big-voiced opera singers. Those who like Strauss will love this album for the depth, color and intensity with which it treats the music.

JUKES: Not suitable.
JOCKS: Most apt for light, semi or even pop airers.

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7/16

The Billboard MUSIC POPULARITY CHARTS PART XII

The Honor Roll of Popular Songwriters

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By Jack Burton

NO. 28—KARL HOSCHNA

If Karl Hoschna hadn't believed that an occupational disease was driving him insane, he might never have entered Tin Pan Alley's Hall of Fame in 1908 to the strains of two of his most popular songs, *Yam Yam Man* and *Cuddle Up a Little Closer, Lovey Mine*. Ten years earlier he had written the Witmarks asking for a job, and his strange letter is the opening chapter of one of the most fantastic success stories ever associated with this fantastic thoroughfare of shops and flats. The letter ran something like this:

"I am a native of Kuschwarda, Bohemia, where I was born of musical parentage on August 16, 1877, and when I entered the Vienna Conservatory to study piano, melody and composition, I was assigned to master the oboe in order to gain a scholarship. After winning a grand prize at the conservatory and serving as a bandmaster in the Austrian Army, I came to the United States in 1896 and for the past two years I have been oboe soloist with Victor Herbert's orchestra."

But Hoschna's chief reason for applying for a new job was a strange one—he believed that the vibration of the oboe's deep-toned reed was affecting his mind. He said he must abandon playing that instrument, and would welcome any position, however humble, and at any salary.

Of course, Hoschna's belief that he was literally blowing his brains out was nothing more than a weird quirk of mind, but his letter was so pathetic that the Witmarks decided to hire him. For the next decade, he was one of the firm's most able arrangers and orchestrators who in his spare time, composed the scores of three comic operas that played the road with moderate success but never knew a Broadway first night.

Break Came in 1908

In 1908, however, Karl Hoschna got his big break. Charles Dickson, a Frohman star, owned the rights to *Incog*, a farce written by the wife of Augustus Thomas and California in which he had played with Clara Lipman, Louis Mann and Robert Edeson. Dickson approached the Witmarks with the idea of making this play into a basis of a musical comedy and asking them to recommend a composer and lyricist. Hoschna was commissioned to provide the score at a flat rate of $100, Otto Harbach, a young copywriter with the George Batten advertising agency, was given a check for a like amount to supply the lyrics. On the night of June 13, when *Three Twins* had its Broadway premiere at the Knickerbocker Theater after a short Chicago tryout, three unknowns basked in the Broadway spotlight for the first time, while the producer, Joseph M. Gaites, struck a stage bonanza. Bessie McCoy became famous overnight as "The Yam Yam Girl" and skyrocketed to stardom, Hoschna's name was linked with that of Victor Herbert as an outstanding composer of popular music, and Otto Harbach was launched on a theatrical career that few if my librettists and lyricists have equaled since the century's turn.

Over the next three years Hoschna wrote the music for eight Broadway productions, for three of which Harbach provided both the book and lyrics and for two others the lyrics alone. Following Hoschna's sudden death, December 23, 1911, when all America was waltzing to their *Every Little Movement Has a Meaning All Its Own*, Harbach continued to pile success on success and soon gained top ranking in his field thru his collaborations with Sigmund Romberg, Louis A. Hirsch, Rudolf Friml, Vincent Youmans and Jerome Kern.

Regarded today as the dean of American librettists, Harbach is a man of several talents. A native of Salt Lake City, where he was born on August 18, 1873, and a graduate of Knox College, Galesburg, Ill., he taught English at Whitman College, Walla Walla, Wash., for several years and worked as a reporter on the now defunct *New York News* before writing the lyrics for his first musical comedy at the age of 33—a song. He also is an accomplished violinist, and so was able to make the words he wrote match the tempo of the music of the composers with whom he collaborated.

Now living in retirement in Hannawa Falls, N. Y., Harbach in the Golden Age of girl-and-music shows was a prolific writer of Broadway successes and Hit Parade songs. In 1925 he set an all-time high with five of his plays produced in a single season, and for several years, the musicomedy carried his name as the author of four successful productions that were running simultaneously.

PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1892 or before) have no publisher credit.

In listing of recordings, no so-called collectors' items are given. The record listing is representative, not necessarily complete.

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All music in the Karl Hoschna catalog is published by M. Witmark and Sons.

Musical Comedies

1905—*BELLE OF THE WEST*
Book and lyrics by Harry B. Smith, and Edward Harrison Brindley.
MY LITTLE LASSOO
LAND OF ROMANCE
HOLDING HANDS
MY LITTLE SIOUX SUE
DOWN BY THE BLUE RIO CRANOE
THOSE WERE NAPPY DAYS
THE FROG AND THE OWL
IT'S SO DIFFERENT IN LONDON
WHERE E'ER THE FLAG IS FLYING
THERE ARE LOTS OF THINGS TEACHER DOES NOW

1906—*THE GIRL FROM BROADWAY*
Book and lyrics by Charles Noel Douglas, and starring Grace Edmund.
CUPID
DAT'S DE WAY I LOVE YOU, HONEY MINE
THE GIRL FROM BROADWAY
GOOD-BYE, PAL
HE LOVES ME, HE LOVES ME NOT
HOBO MAN
I DON'T WANT ANY IN MINE
IT'S UP TO YOU TO DO THE REST
LOVE ME AS YOU USED TO DO
THAT'S EASY FOR A LITTLE GIRL TO DO

SONGWRITERS COMING UP!

July 23 Issue

RAYMOND HUBBELL

In Issues Subsequent to July 23 *The Billboard* Will Present

WILLIAM C. HANOY
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JIMMY MONACO
HARRY TIERNEY
PETE WENDLING
PERCY WENRICH
LOUIS B. HIRSCH
A. BALDWIN SLOANE
RICHARD WHITING
RUDOLF FRIML
. . . And Others

1908—*PRINCE HUMBUG*
Book and lyrics by Mark Swan, and starring Frank Lalor.
ANTONIO
FLAG OF MY FATHERS
HONEYMOON DAYS SHOULD LAST FOREVER
HOOLINAN
HOW'D YOU LIKE TO BE AN OCTOPUS?
HURRAY FOR FAIRY TALES
I'M YOUR OWN TNRU ALL ETERNITY
I'VE BEEN STUNG
OLO MAN OF THE SEA
SHE WILL TEACH ME HOW
TAKE ME BACK TO THE ARMY
THERE'S NOTHING LIKE GOOD OLD GERMAN BEER

1908—*THREE TWINS*
Book and lyrics by Otto Harbach. Bessie McCoy achieved stardom and a husband, Richard Harding Davis, during the run of this production in which Clifton Crawford and Joseph Allen were featured players.
SUMMER PASTIMES
OVER THERE
CUDDLE UP A LITTLE CLOSER, LOVEY MINE
(Available on the following records: Capitol 57, The Pied Pipers with Paul Weston's Orchestra; Decca 18265 in Albums 367, Meredith Wilson Orchestra; Decca 23505, Guy Lombardo's Royal Canadians.)
GOOD NIGHT, SWEETHEART
BOO-HOO, TEE-HEE
AT A RECEPTION
LITTLE KISS UP-TO-OATE
HYPNOTIC KISS
THE GIRL UP THERE
YAMA YAMA MAN
Lyrics by Collin Davis.

1910—*KATY DID*
Book and lyrics by William C. Duncan and Frank Smithson, and starring Florence Moy.
KATY DID
IN THE SWIM
I, JOHN, TAKE THEE, MILTILDA
KATY DID
THAT'S THE WAY WE DO IT OUT IN KANSAS
COME CLOSER OUT WITH THE OWL
NICNT TIME
By Leslie Wesbyn and Felix Arndt.

1910—*BRIGHT EYES*
Book by Charles Dickson, lyrics by Otto Harbach, and starring Florence Holbrook and Cecil Lean.
ON WITH THE REHEARSAL
TOM BOY, TOM BOY
FOR YOU, BRIGHT EYES
CHEER UP, MY HONEY
THE MOOD YOU'RE IN
GOOD OLD DAYS OF YORE
THAT'S THE LIFE OF A STABLE BOY
THE MAN ON THE BOX
IF ONLY YOU WOULD TAKE A TIP FROM ME
THE LINES IN MOLLY'S HANDS
MRS. CASEY
HE'S A FAN, FAN, FAN

1910—*MADAME SHERRY*
Book and lyrics by Otto Harbach, and starring Lina Abarbonell in a cast that included Frances Demorest, Ralph Herz, Elizabeth Murray and Jack Gardner.
AESTHETIC DANCING
THEOPNILUS
EVERY LITTLE MOVEMENT
(Available on Decca record 18306 in Album A-23, Meredith Wilson's Orchestra.)
THE KISS YOU CAVE
UNCLE SAYS I MUSTN'T SO I WON'T
BIRTH OF THE BUTTERFLY
THE SMILE SHE MEANS FOR ME
THE LOVE DANCE
WON'T SOMEONE TAKE ME HOME?
THE GIRL FELLERS
I'M ALL RICHT ETAOIN
THE BIRD OF PASSION
OFF FOR A SAIL
PUT YOUR ARMS AROUND ME, HONEY
I WANT TO PLAY HOUSE WITH YOU
WE ARE ONLY POOR WEAK MORTALS
During the run of the production Elizabeth Murray sang the following interpolated numbers:
DUBLIN RAG
By Richard Alteridge and Phil Schwartz.
LOADING UP THE MANDY LEE
By Henry J. McCarthy.

1911—*JUMPING JUPITER*
Book and lyrics by Richard Carle and Sydney Rosenfeld, and presented by a cast headed by Richard Carle, Edna Wallace Hopper, Ina Claire and Joanne Eagels. Miss Claire made her Broadway debut in this production and achieved stardom a few years later as Sadie Thompson in "Rain."
IT ALL COMES UP IN SMOKE
THE MAIL MAN
ANGELO
MEET ME TONICHT AT 9
THE REST OF THE WEEK SHE'S MINE
NOTHING
I LIKE TO HAVE A FLOCK OF MEN AROUND ME
FASCINATION
PET OF THE FAMILY
THANK YOU, KIND SIR
ROSA ROSANA
KISS ME
GEOGRAPHY
SNUGGLE
I'M AWFULLY AFRAID OF GIRLS
IT CAN'T BE DID
ONLY A DAY
POSSUM RAG
THE WEDDING MARCH

1911—*DR. DE LUXE*
Book and lyrics by Otto Harbach, and with Lillian Berry, Ernest Truex, Ralph Herz and William Prestie.
MAMA'S LITTLE PET
A MAN OF THE WORLD
THE AGENT MAKES NO DIFFERENCE IN THE LANGUAGE OF LOVE
WAR IS HELL, BUT ON YOU JEALOUSY
WHAT YOU WANT AND WHAT YOU GET
THAT WILL KEEP HIM TRUE TO YOU
FOR EVERY BOY THAT'S LONELY THERE'S A GIRL LONELY TOO
THE FAMILY BRAWL
THAT'S THE WAY TO TREAT A LITTLE DOCCIE
NO ONE BUT YOU
WHAT'S THE USE OF SAYING NO
HIDE AND SEEK
WHEN THE OLD TOP HUMMED
THE HAUNTED HOUSE
LOVE'S A ROSE
SKELETONS IN THE CLOSET

1911—*THE GIRL OF MY DREAMS*
Book by Wilbur Nesbit, lyrics by Otto Harbach, and starring Lelia McIntyre and John Hyams in a cast that included Harry Clark and Anna Laughlin.
BACHELOR DREAMS
BELLES OF THE TALLY-HO BOARDING SCHOOL
I'M READY TO QUIT AND BE A GOOD QUAKER TALK
THE GIRL WHO WOULDN'T SPOON
THE LETTER WE DIDN'T HAVE SENT
STORY OF A MARIONETTE
SOMETHING VERY MYSTERIOUS
SAUCE FOR THE GANDER IS SAUCE FOR THE GOOSE
GIRL OF MY DREAMS
EVERY GIRLIE LOVES ME BUT THE GIRL I LOVE
DEAR LITTLE CAMES OF GUESSING
GOOD MATRON DECEIVER
DOCTOR TINKLE TINKER

1911—*THE FASCINATING WIDOW*
Book and lyrics by Otto Harbach, and starring Julian Eltinge in a cast that included Winona Winter, Natalie Alt and Rollo Carrie.
PUT YOUR ARMS AROUND ME
THE FASCINATING WIDOW
DON'T TAKE YOUR BEAU TO THE SEASHORE
YOU BUILT A FIRE DOWN IN MY HEART
LOVE IS THE THEME OF MY DREAM
THE RACTIME COLLECTION
VALSE JULIAN
DOWN YOU WENT
I'M TO BE A BLUSHING BRIDE

1912—*THE WALL STREET GIRL*
Book by Edward Mays and Edgar Selwyn, lyrics by Avery Hopwood. But a pint-sized cowboy, who left the 101 Ranch to twirl a lasso in vaudeville, made his musicomedy debut in this production. His name was Will Rogers. Other members of the cast, then far more famous, were Blanche Ring, Charles Winninger and Wellington Cross.
I WANT A REGULAR MAN
ON THE QUIET
DEEDLE-DOM-DEE
LOVE IS A PECULIARITY
By Joseph McCarthy and Al Piantadosi.
I SHOULD HAVE PEEN BORN A BOY
By A. Seymour Brown and Nat D. Ayer.

Music—As Written

New York:

The Lois Music Publishing Company, Cincinnati, has taken over "A Cowboy's Misfortune" from the writers, **Frances Whitaker, Walter Hudnall** and **Roy Schroedar**. . . . **Johnny Smolen's** new release is "Tropical Island," published by Peer International and recorded on Crystal Records. . . . "**Rusty" Webster**, the yodeling cowgirl, is now on WCOG, Greensboro, N. C.

Contact man **Harry Santly** was let out at George Simon Music as part of a retrenchment move. . . . **Georga Weiner** acquired pubbing rights to "What Makes You Think You Can Hurt Me?" a country tune arousing New England interest via a Mello-Strain waxing. . . . **Noro Morales** goes into the Capitol's next show. . . . Jack Howard Publications, Philadelphia, signed an exclusive deal with **Lyla Engle** for the firm's entire catalog for reproduction in "Song Lyrics," "Song Hits" and "Jamboree."

Luis Russell is reorganizing his band for a stand at the Savoy Ballroom. **Tommy Mosley** will warble. . . . The Three Suns are held over at the Roosevelt Grill, with **Paul Sparr's** ork continuing to alternate. . . . Flack **Henry Okun** has added Carmen Cavallaro to his disk promotion accounts. . . . **Hal Fein** has joined Stasny Music as a plugger. . . . **Sylvan Spiro** replaced **Leo Jacobs** at Maypole Music. . . . The **Five De Marco's** made their stage debut June 22, headlining the show at the Patio in Brooklyn. . . . **Morrie Price**, Mercury Records' sales manager, is in town for distribber confabs. . . . **Bill Farrell**, who formerly sang on the **Bob Hope** radio show, was signed to a personal management pact by **Bill Burton**. . . . **Bernia Prager**, sales manager for Robbins Music, left for a trip to the Coast. . . . **Lorry Raine**, California thrush, has been making the funnies lately, popping up in the King Features strip "Secret Agent X-9." . . . **Morris Diamond** has joined the staff at Campbell Music.

The Glenn Allen Company, of Memphis, has been appointed distributor for Coral Records by **Michael Ross**, Coral general sales manager. The company will service Western Tennessee, Northern Mississippi and Arkansas. . . . **Jimmy Atkins**, ex-Fred Waring vocalist who now has a five-a-week program over WNEW, New York, has been signed to an exclusive Coral contract. His debut tunes are "The Handout Song" and "Silver Dollars Tinkling Down."

Organist **Clarke Morgan**, of WCBS, New York, and formerly accompanist for **Maxine Sullivan**, is now heading Joe Wells' Sunday cocktail hours in Harlem. . . . Hammond organist **Bill Davis** joined the **Loumell Morgan Trio** at Grace's Little Belmont, Atlantic City, for the summer.

Philadelphia:

Rocky Valentine takes his band to Club Avalon, Wildwood, N. J., with **Billy Hays** getting the bandstand call at the Inlet Hotel Cafe at the same resort. . . . **Chic Meci**, after a season at the Latin Casino, moves his rumba rhythms to the CR Club. . . . Click lining up a band parade for the coming season with **Tommy Dorsey, Spike Jones** and **Vaughn Monroa** already contracted. . . . **Shirley Moore**, coming from **John Kirby**, brings her piano and songs to the Cats and a Fiddle combo at Lou's Moravian Bar. . . . **Basin Street Boys** will wax Frankie Adams' "Little Rosette" for the Mercury label. . . . **Tha Kays** with **Bon Bon** back from Nevada to take over the Fawn Club stand. . . . Emees at Jewish weddings squawking about band leaders muscling in on their duties and are making overtures to the American Guild of Variety Artists to get some organized help against the musicians. . . . **Georga Sommer** gets the call for the Dansorium at near-by Clementon (N. J.) Lake Park. . . . **Marty Wilson** takes his band to Fallsburg, N. Y., for the hot months. . . . Long-runs seem to be the rule in the **Klaiss** family with organist **Viola Klaiss** stretching two weeks to a nine-month pitch at the Tonymart in Somers Point, N. Y., and the other musical members of the family, the **Klaiss Brothers**, starting a third year at the Cadillac Sho-Bar here, where they alternate with **Ronny Halstead**, making his musical bow in town. . . . Trumpeter **Jimmy Padgett** left the local scene to join **Elliott Lawrence** in Pittsburgh. . . . **James E. Myers, Frank Capano** and **Jack Ziehler** get **Harry Babbitt** to introduce their "My ABC Song" on Columbia's kiddie disks, the local Myers Music Publishing Company printing copies for the song. . . . **The Cubanaires** at the Little Rathskeller in a hassle with the musicians' union which has ruled the bonga banger must take out a card. . . . **Milt Buckner** brings his swingtet to the 421 Club with follow-ups lined up by the room in **Coleman Hawkins** and **Tiny Grimas**.

Chicago:

Mike Sternberg, veteran promoter at Mayo Auditorium, Rochester, Minn., died last week after a short illness. . . . **The Honeydreamers**, American Broadcasting Company harmony group currently at College Inn, Hotel Sherman, purchased their own plane to make personals. . . . Music Corporation of America employees from the Chicago, Detroit and Cleveland offices held a three-day get-together at **Frank Dlouchy's** Crystal Ballroom, Coloma, Mich., recently. . . . **Ray Marchbanks**, Capitol's Midwest chief, to Hollywood for the regional reps' meeting. . . . **Tommy Martin**, of the Dave **O'Mally** office, topped member golfers at the Entertainment Managers' picnic at St. Andrews Country Club July 7.

London:

Harry Roy, outstanding showman and band leader, goes into a new British Broadcasting Corporation series to be called "First House." . . . **Paul Fenoulhet**, who conducted the Skyrockets ork at the Palladium, has taken a new band into that house while the Skyrockets are on tour with **Danny Kaye**.

Butlin's Holiday Camps are the chief source of engagements for large orks during the summer. This season's coveted summer jobs are scheduled as follows: **Eric Winstone** and **Ronnie Munro** are at Phwelli Camp in Wales; **Ivy Benson** and her all-ladies band and **Mantovani** and his ork are both booked for Filey Camp, Yorkshire; the **Squadronaires**, ex-RAF band, at Clacton-on-Sea Camp with **Stanley Barnett's** ork; **Hans Miller and His Highlanders** and **Stanley Broughton** at Ayr Camp in Scotland; **Charles and Allan Green** at Skegness Camp. **Jimmy Masson**, Irish maestro, at Butlin's Mosney Camp in Eire.

Hartford, Conn.:

Marks Levine, head of National Concerts and Artists, has purchased a home at Wilton, Conn. . . . **Paul Landerman**, leader of the Hotel Bond dance orchestra, was chairman of the reunion committee of Hartford Public High School, class of 1934B, held at the Bond recently.

VOX JOX

A National Accounting of Disk Jockey Activities

EASTERN BEAT . . . **Al Owen**, WFPG, Atlantic City, writes that **Billy Eckstine's** recent personal appearance at the seashore resort was "the biggest feature of the early season." He also says that the **Chaz Barnet** appearance has hypoed requests for bop and progressive music. "Indicates that excitement of hearing this music 'live' is the greatest means of selling same," Owen opines. . . . **Chuck Glass**, WBET, Brockton, Mass., recently ran a phone pledge-request drive to raise funds to send a four-year-old child just over sleeping sickness to Cape Cod to convalesce. . . . **Charles Avery** has switched from Atlantic City's WMID to WFPG, same city. . . . **Jerry Strong**, WINX, Washington, expects to add a tele show to his platter-spinning chores. . . . **Alan Carter**, WPTR, Albany, will tape-record interviews with Elk officials on Thursday during the 37th Annual New York Elks Convention in Albany. . . . **Dizzy Gillespie** and the Ravens dropped in at Ramon Bruce's "Snap Club" show at WHAT, Philadelphia, recently.

ONE WORLD DEPT. . . . A 45 minute e. t. of "Jazz at the Town Hall," flown from Sydney, Australia, was a recent feature of **Bob Goerner's** "KCBS Curfew Club," San Francisco. Top Australian performers were featured at the bash, produced by **Bill McColl**, of 2KY, Sydney, with whom Goerner has a regular exchange series. Goerner recently cut interviews with **Buddy Clark, Spike Jones, Lena Horne** and **Andy** and **Della Russell** for shipment to his Down Under colleague. . . . **Vic Paulsen's** "Poor Paulsen's Almanac" show at KGYW, Vallejo, Calif., has had recent requests from points as distant as the Philippines and Berlin.

A. C. ACTION . . . **Jimmy Evans** spinning the waxes for a remote "Noontime Is Tunetime" show over WMID from the Casino Arcade Ballroom at near-by Wildwood. It's a two-hour session with a 10-cents-a-couple gate for the audience who have full use of the floor to dance to the recorded music going out on the kilocycles. . . . WFPG's **Bob Griffin** handling the after-midnight shots from the Club Harlem stage, spotted between floorshows. . . . **Lan Singer** joins the staff of WMID spinners with **Norm Brooks** being promoted to program director of the station.

SABBY LEWIS

(Continued from page 23)

tagious. Basically, it's rock music that excites the lower extremities either for terping or tapping, with each scoring building up the musical effort to a feverish pitch. The intonation and blend of the brasses and reeds gives a full-bodied flavor. While all the arrangements are in the modern jazz idiom, they express a full measure of imaginative ideas without dipping over into the realm of musical controversy. It's entirely torrid but with a fine glow of musical gloss that gives substance to the band body. And the tootlers are all equal to the task.

Apart from his own 88 phrasings, Lewis allows only Jimmy Tyler to run riot. Displaying the same finger-ing virtuosity and with equal facility on the alto and tenor horn, Tyler plays a mess of sax. But with thought-out improvisations rather than the be-bop rantings.

Apart from their music, the maestro and his men make a class appearance on the stand. And with the addition of a vocalist, are primed to crowd out the sepia bands in top drawer positions.

Maurie Orodenker

Capacity for BG in Conn.

HARTFORD, Conn., July 9.—Benny Goodman and his orchestra played to capacity business at the Ocean Beach Park Ballroom, New London, Conn., Sunday night (3). Admissions totaled 1,200.

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Vaude Returning to Interstate

7-Week Route Being Set for Texas Circuit

More Flesh Time in Works

(Continued from page 3)

do the buying and is now in town looking at acts. Budget will be based on the Palace formula, tho salaries will be slightly higher to include fares.

Freeman said policy will be just a one-shotter as a tryout. If it goes, it will get another chance around Thanksgiving. If it then proves itself, it will be used permanently, with maybe 12 to 14 weeks instead of the proposed seven weeks.

Tentative route set up will be as follows: First show August 18, Dallas; Houston, August 25; San Antonio, September 1; Austin, September 8-11; with the 12th left open; Beaumont, September 13-14, with the 15th left open; Fort Worth, full week, September 16; Oklahoma City, September 23, and Tulsa, September 30, latter both full weeks.

Year's Work in View

With Interstate back on vaude and RKO now active in it (new lining up its second show), there will be 21 weeks for acts. This doesn't include Eddie Shearn's two-a-day plans for Shubert houses or the Schine Circuit or the Dow Time in Upper New York State. Showbiz circles figure that, if takes around the country shape up as hoped for, there can be almost two years of work around the country before another year. This would include indies who are now watching vaude grosses with interest.

There is also the possibility that the New York Strand, the latter's big house, will go into straight vaude, tho with a big budget, calling for names or semi-names. Strand, now on a straight grind policy, has recently been hit harder than almost any house on the Stem. With its 2,700 seats its last take was $20,000. The Palace, across the street with 1,700 seats (of which 500 in the pit are seldom used) is doing between $24,000 and $29,000. The name of the Strand people admit any proposed change, higher echelons are now eying the Palace and toying with a plan for a straight vaude policy with a pit band.

Chi Palace Cuts Scale for Vaude

CHICAGO, July 9.—Starting with revival of straight vaude at the Palace Theater here July 14, a new price policy will be maintained for the RKO Loop flagship house. Where the Palace previously utilized a 98-cent top daily, house will drop to an 80-cent top during the week. Weekday price policy will be 50 cents to 1 p.m.; 60 cents to 5 p.m., and 80 cents thereafter.

A check of the Oriental Theater, Essaness Loop vauder, and the Chicago Theater, Balaban & Katz vaude outlet, revealed rival ops are holding off on any price changes, waiting to see results of the Palace experiment. Both houses are operating on a 50 to 98 cents nite daily.

Danny Garamoni, veteran pit band musicker who played at the Palace here before its vaude closing in 1939, has been hired to baton a 10 or 11-piece house ork.

Next Question?

NEW YORK, July 9.—Some of the boys were huddling over lukewarm cups of coffee at Lindy's and discussing a comic. One guy said, "He's a comedian's comedian," an observation most of the others nodded sagely at until Julie Oshins broke in.

"What's the matter," he said, "doesn't the public like him?"

Revolt Starts In D. C. Against High Cost Acts

WASHINGTON, July 9.—A revolt against high-priced entertainers and their agents that may spread to other cities was launched here this week by Bill Kavakos, operator of the Kavakos Club, who declared that he and "friends in other cities" are going to refuse their services and exchange acts among themselves.

Kavakos said he is dropping "these high-priced names" as soon as he finishes current contract commitments. His plan is to hold auditions (See REVOLT STARTS opp. page)

Acts Covered By Workers' Compensation

Ruling by New York Court

(Continued from page 4)

under the control of the cafe, which in turn was operating under minimum basic agreement signed with American Guild of Variety Artists (AGVA); girl was not an independent contractor and therefore the decision of the workmen's compensation division was confirmed.

This supersedes a former ruling made by the appellate division in a case involving the Radio City Music Hall and Gautier's Steenlechase. In that case, court ruled that Gautier was an independent contractor, need not be covered and that the Music Hall was not an employer.

Latest ruling in the opinion of showbiz lawyers now becomes the law of the State of New York. Under this law, unless reversed by the Court of Appeals, all cafe and theater ops will have to cover all performers thru workmen's compensation or similar insurance provisions made.

Equity, AGVA Squaring Off Over Woolf Hotel Units?

NEW YORK, July 9.—A battle between Actors' Equity and the American Guild of Variety Artists (AGVA) seems imminent over the jurisdiction of the Stanley Woolf Players. The latter is a legit outfit with eight shows in the hotels and another company being formed.

The conflict arose out of claims made by AGVA that the Woolf outfit was working in AGVA jurisdiction and therefore the cast should become AGVA members. The Woolf should sign a minimum basic agreement with the union. Charges were also made that the cast was working in about 60 Catskill hotels, exclusive AGVA territory, at $25 a week plus food, lodging and transportation. In the same territory AGVA members get $50 minimum for one show, while the Woolf cast does seven shows weekly for $25 a week.

AGVA maintained this practice lowered the demand for AGVA performers and sought jurisdiction over the companies. Woolf, upon being faced with AGVA demands, signed a contract with Actors' Equity, thus taking him out of the AGVA field.

AGVA claims that under rules of Associated Actors and Artistes of America (Four A's) any book show which lasts an hour and a half or less is a tab show and comes under AGVA jurisdiction. It further says that in all the years the Stanley Woolf combine has been booked the boroughs without they have never been unionized, and it was only AGVA's pressure that forced Woolf to seek Equity's pact.

AGVA will meet with the Four A's toppers in the next week to ask them to order Equity to assign its contract with Woolf to AGVA. If this is done, AGVA plans to increase the minimums in line with its resort scale based on the number of shows given weekly.

St. John's Armview, Ist To Bring Back N. B. Vaude, Drops It Again

ST. JOHN, N. B., July 9.—The Armview, first maritime provincial theater to bring flesh back after about 25 years, is also the first to drop it. The action has been made to double film bills, and with no afternoon shows except Saturdays and public holidays. Admission price was dropped from 60 to 35 cents. The previous week was one with only five or six acts brought in from Boston.

While the patronage was SRO at the start, afternoons and nights, it fell off after several weeks, and the end came about seven weeks from the rebirth. Week stands prevailed, with the same acts playing another week in the Gaiety at a drop to 45 cents. Both houses are in the Walker Affiliated chain. The Armview is about two miles outside the city's center, and the Gaiety is midtown. The Gaiety is operating with house acts, but has double features and admissions now are 30 cents top in the evenings and 25 cents, afternoons.

One of the reasons for the sudden slump of the acts in public favor is due to the fact their unsatisfactory quality; material and bits brought complaints which were also reported ready to take action. Some of the vaulers apparently had not been playing many theaters, and their appearances evidently had been limited to cafes in towns where almost anything went. Efforts to form a vaude circuit have been greatly hampered by the many objections to the acts that have been imported into Nova Scotia. Film exhibitors are hesitant about adding anything that will make them storm centers.

Truman in AGVA

NEW YORK, July 9.—President Harry S. Truman is now a member of the American Guild of Variety Artists (AGVA). He got a gold card Thursday (7).

"You know," said the President, "I'm entitled to it, because many years ago I was working at the Grand Theater, Kansas City, as an usher." The Grand used to play burlesque.

The ceremony was set up by Jack Irving, Midwest AGVA topper, thru Paul Douglas, Illinois Senator who was present at the card giving. Along with Irving was Gus Van, AGVA exec; Harvey Barto, AGVA administrative secretary; Jerry Baker, national board member, and Lorraine Rognan, performer.

Steel Pier Sets Season's Bills

ATLANTIC CITY, July 9.—Save for the August 14 week, with an attraction to fill in for the Andrews Sisters who have cancelled out, Steel Pier has completed its band and flesh attraction lineup for the remainder of the summer. Following current week of Frances Langford and Jon Hall, the pier parade for the pier's Music Hall includes Henny Youngman, opening for the week starting tomorrow; Lanny Ross, July 17; Jerry Colonna, July 24; The Three Suns, July 31; Joe Howard, August 7; week of August 14 open; Myron Cohen, August 21, and Marlon Hutton, August 28, which takes in the Labor Day holiday week-end.

For the Marine Ballroom, following Freddy Martin's current week, Larry Clinton comes in tomorrow, followed by Tex Beneke July 17; Sammy Kaye, July 24; Louis Prima, July 31; Vaughn Monroe, August 7; Gene Krupa, August 14; Art Mooney, August 21; Hal McIntyre, August 28; Sammy Kaye returning for the Labor Day holiday week-end, September 2-4; Tony Pastor, September 5, and Larry Green for the pier's final September week. The pier remains open for week-end operations beyond September 18, it will be Alex Bartha's band for the ballroom.

4 Dukes Supper Club Previews in Detroit

DETROIT, July 9. — The Four Dukes Supper Club, formerly the Palm Beach Gardens, had its unofficial opening following complete remodeling and renaming this past week-end. Terrace-style remodeling, said to have cost about $200,000, doubled the seating capacity to about 700. The spot will operate on a supper club policy following the formal opening in a month, when the new kitchen is completed.

The new owners are Daniel J. Gianakis and Neal Alderson, of the Four Dukes, who operated the similar State Show Bar across the road for several years. Space Karris, another partner, has the kitchens. The Four Dukes, a male comedy quartet, was headlined in the show at the State for several years, will be a major attraction here as well. The team includes Robert A. Andrews and Joe Cole, the latter a newcomer who has replaced Donald Wright.

The show policy of the Four Dukes Supper Club will call for a regular floorshow plus dancing. The opening bill, besides the Dukes, will be Demar and Denise, dance team; Dottie Westmy, vocalist; Arnstein Johannse, accordionist, who was an Arthur Godfrey winner, and Dave Martin's orchestra.

VAUDEVILLE REVIEWS

Ken Murray's Blackouts

(Wednesday, June 29)

El Capitan Theater, Hollywood

CAST: Marie Wilson, Nick Lucas, Bob Hopkins, D'Vaughn Pershing, Les Zoris, Elizabeth Walters, Hightower and Ross, Crystal White, Danny Alexander, Mabel Butterworth, Burton's Birds, Owen McGiveney, Harris and Shore, Jack Mulhall, Dottie Remy, Alphonse Berge, Shelton Brooks, Irene Kaye, Danny Duncan and Milton Charleston. The Enchanters: Darla Hood, Bob Decker, Bob Wollter, Val Grund, Sheldon Disrud. The Glamourlovelles: Phyllis Applegate, Crystal White, LaRayne Anderson, Joan Morley, Jean Marshall, Mary Marsh, Consuela Cezan, Darla Hood, Pat Williams, Carol Sue Leeds and Barbara Smith. The Elderlovelles: Mabel Hart, Pearl Kincaid, Ivanetta Gardner, Rose DeHaven, Ethel Weaver, Julia Wright, Mattie Rooney and Sara Hale.

On September 6, Broadway will get its first glimpse of *Ken Murray's Blackouts*, the show that's held the boards continuously for more than seven years and that's played 3,844 performances to approximately 4,000,000 persons who paid more than $5,500,000 to see it. As headliner-emsee, Murray will unwrap before Eastern eyes a tasty talent package that's sure to click. It's a fast-moving variety show chock-full of solid talent, but trimmed to the point where every act lands its punch and makes way for the next.

There are only a few changes in the new edition, but sufficient to lend fresh flavor. Outstanding among these is the opening number, *Hollywood and Vine*. Against a backdrop of the famed intersection parade a series of fine acts. Mimic Bob Hopkins realistically brings to life such movieland notables as Bing Crosby, Bob Hope, Cary Grant, Frank Morgan, Edward Everett Horton, Hugh Herbert, Red Skelton and Ed Gardner. There's an acro act, Hightower and Ross, whose fine display of muscular control brings plenty of mitting. The acts that follow are held together by the Hollywood and Vine thread, with plenty of business tossed in for affectionate kidding of the movie town.

Marie Wilson still holds her top spot, winning cheers with her dumb-blonde routine. Her gag banter with Murray has been heard before, but a second look and listen is just as pleasureful as the first. Miss Wilson will not join the troupe in its Eastern jaunt, being held here by picture and radio commitments. She will step aside for her understudy, Pat Williams, a lovely and talented lass.

Troubadour Nick Lucas is in his second year with *Blackouts* and is better than ever. Applause is spontaneous for his yesteryear offerings which are enjoying a comeback. Patrons get a kick out of the faves sung by the man who first made them famous. Lucas displays fine command of his guitar in addition to his fine vocal work.

D'Vaughn Pershing, 14-year-old piano virtuoso, is among the holdovers and turns in a sparkling rendition of *Malaguena*. Lad proves his merit on the clarinet as well, joining in for a comedy duet with Murray. Back to the keyboard, he accompanies another outstanding youngster, Charley Nelson, a 15-year-old with a concert baritone voice that can be envied by many twice his age. Also among the holdovers is quick-change artist Owen McGiveney, who repeats his sketch from Dickens's *Oliver Twist*, in which he plays all the parts and changes costume for each with split-second rapidity. Comedy dance duo Harris and Shore also remain and are as hilarious as ever. Burton's Birds (subject of the Academy Award winning film, *Bill and Coo*) were off the night when caught but will remain in the Broadway troupe.

Les Zuris, an exciting adagio dance twosome, are newcome[rs]. Act is fast, graceful and keeps the audience on seat's edge. The *Blackouts* line is as fresh and lovely as ever, and its aged counterpart, The Elderlovelies, continue to be a show-stopper.

It was a sellout the night caught, and according to the b.o., tickets will continue in the hard-to-get class until August 27, when *Blackouts* packs its trunks for Broadway.

Lee Zhito.

Palace, New York

(Thursday, July 7)

Capacity, 1,700. Price range, 55 cents-$1.20. Chain booker, Dan Friendly. Number of shows, four daily. Show played by Don Albert's house ork.

The new show runs okay, tho it lacks the speed and spontaneity of previous bills. Each act, however, gets top production backing, with the entire show hung with commendable skill.

The biggest laugh-getter on the current bill was Dewey (Pigmeat) Markham and Company, a four-person sketch, the first such act to play the house since it went back to flesh and also the first time this act has played south of 125th Street. But the yocks it pulled indicated the act can play any family house. Markham made a hilarious judge. Three people with him (all unbilled) played their parts up to the hilt. The act was fast, funny, and if there is any criticism, it was that howls from the audience drowned out too many lines.

Sargent Potential

Bobby Sargent, working in number three, showed a rare sense of mimicry in his satiric take-offs of various names, with Groucho as his best. Unlike most mimics, Sargent has material to back him once the initial impression is gained. The boy, a good looking lad, needs a better finish for his Lon Chaney number. Outside of that, he showed good potentials.

The eight-act bill opened with the Rosales Sisters, a flash act, doing a series of perch numbers. Both girls are built on the generous side, tho the understander uses her heft well. Most of the tricks were standard, hand stands on the pole, neck swivel, etc. Flashy costumes and salesmanship got the act good hands.

Bobby Brandt, a young hoofer, showed a well trained pair of legs. His taps were clear, beat was solid, and his butterflies and no-hands walk-overs were all enthusiastically received.

Florida Trio Amusing

The Florida Trio (two men, one girl) did an amusing rag doll number against a set that was tied into their billing. The act, recently caught at the Latin Quarter, did well here, tho not as well as in a cafe.

Patsy Garrett's warbling of current pops and ballads were adequate, tho it was her stylized *Melancholy Baby*, with shouter overtones, that brought her the big hands.

The three Swifts, on next to closing, did their standard comedy juggling act. It is as good as ever, tho it didn't seem to fit the spot it was in. The audience, however, laughed at all their "accidents," giving them a good walk-off mitt.

Harold and Lola closed the show with their slithery snake dance. The couple worked well, getting an exciting finish to their number.

Pic, *Follow Me Quietly*.

Bill Smith.

Aquashow, Flushing, N. Y.

(Reviewed Wednesday, June 29)

Capacity, 8,272. Price, 60 cents-$1.50. Shows, one a day. Operator, Elliott Murphy. Booker, Max Roth. Show played by Clay Warnick.

Slick staging, low prices and ideal weather make the new Aquashow (fifth in the series) one of the best entertainment buys around so far. The two-hour water-vaude panorama moved fast with plenty of flash, laughs and skillful splashing. The pool performers naturally overshadowed the dry acts, but all of them took a back seat to the colorful costumes and the spectacularly lighted, five-story-high revolving stage. The latter, an outstanding piece of outdoor show equipment, provided remarkably smooth-running sequence changes for the lavish production numbers.

The water show teed off to a sure hand. The band played the national anthem. Two American flags unfurled on top of two 40-foot diving towers flanking the pool; and a well-stack[ed] mermaid line paddled around in a military ballet routine.

Clowns Score

The cavalcade of diving champions stint was impressive, tho it seemed over-long. The clowns were the real crowd pleasers in the act and easily the hit of the show. Sparked by Hank Whitehouse, the aqua-zanies simulated spills and mass suicide plunges from the top of the tower with precision-like co-ordination and top-notch showmanship.

June Earing, in a sequin bathing suit, led the show's two big production numbers and exhibited a fluid grace and excellent technique in her solo stint to *Deep Purple*. Her duo-swing around the pool with champion Bobby Knapp for the Hawaiian sequence was surprisingly s[e]xy.

Top fem honors, tho, went to the Fitzsimmons Sisters, two agile youngsters who performed an amazing acro-ballet. Their water form was flawless and they displayed deft showmanship with porpoise-like plunges, which showed a lot of leg and sequin anklet.

Human torch Lee Levin's flaming fire dive from the high tower was a show-stopper and provided a sock flash closer.

Buck and Bubbles, big[g]est name act on the vaude bill, didn't register on the huge outdoor platform. They were so far away from the audience that their bits of biz missed completely. The crowd was restless and unresponsive.

Biggest vaude hand went to Ken Witmer, who played a variety of musical instruments and did gags. His musical artistry is debatable, but it pleased the audience. His *Sugar Blues* trumpet solo (a la Clyde McCoy) killed them.

The George Wong Acro Troupe (three gals and two boys) did a fast turn and got off to a good hand. Most of their tricks were standard, but the act was well staged and looked good.

The Day Dreamers, a vocal group, hit a few clinkers on *Deep Purple*, but in view of overhead plane traffic it was understandable.

Band leader Warnick and emsee Bob Byrn were on for the whole two hours and gave the show a split-second timing.

June Bundy.

Chicago, Chicago

(Friday, July 8)

Capacity, 4,200. Five shows week-days; six shows week-ends. Prices, 60 to 98 cents daily. House booker, Harry Levine. Show played by Louis Basil's house ork.

With business down from 1948, this disk jockey edition, the best in a series of three thus far, should boost biz close to wartime records, if opening day crowds are an indication. House had ropes up for the first time in months. Pic is *The Girl From Jones Beach.*

Only trouble was a tendency on the part of the platter pilots to overstay their time on stage. The four jockeys did nice jobs, however. Linn Burton gave with a little of his humorous philosophizing, Eddie Hubbard whipped out a cute novel[t]y, Ernie Simon tried some impreshes and Dave Garroway passed out subtle witticisms in his inimitable manner. Garroway, however, faltered several times, for his material is far above the average vaude crowd.

Acts, from opening to finish, were terrific and got hands accordingly. Al Morgan, whose universal disking of *Jealous Heart* has caused a Midwest stir, did a great job in his first theater try. The dynamic little pianist-vocalist's exaggerated piano-poun[din]g and song drew a huge mitt, elicited for his final *Twelfth Street Rag*, in which he played the piano at breakneck speed while the keyboard was covered with a sheet.

Evelyn Knight found the going a little rough after Morgan, but her string of Decca hits put her into the money. Gal's cute medley of romantic tunes, tied together with some excellent talking continuity, is a top piece of business. The serious *Eileen* number is not theater fare.

The Treniers, Negro twin team, have gained polish and showmanship since seen three years ago. The Mercury recording duo did four of their platter numbers, winning consistent chuckles for their animated delivery. Backing by Gene Gilbeaux's foursome is strictly in the groove and helped over-all presentation.

Vic Damone, currently riding a pair of hits on *The Billboard's* pop charts, has everything to put him at the top. He makes a good appearance, getting terrific response from the gals. He has a distinctive stage manner that does much to sell his swell piping. His rendition of *My Bolero*, a future disk release, should boost him even more.

Johnny Sippel.

REVOLT STARTS

(Continued from opp. page)

every Tuesday night and hold over the best talent for his shows. The emsee for the auditions, said Kavakos, will be Les Sand, local disk jockey.

"That's my answer to chiseling agents," said Kavakos. "If they won't spend time developing new personalities that can be had for a decent salary, I'll develop them myself, and I've got friends in other cities that'll do the same thing. We'll exchange acts between ourselves, and that'll bust this racket wide open."

Kavakos, who operates a moderate-price club, said he finds himself working for the acts he hires. Acts getting $500 weekly a year ago now ask $600 and are worth about $150, he stated.

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Cohen & Marvey In London Flop

LONDON, July 9.—The Myron Cohen-Gene Marvey one-show club date, July 4, at the Olympia was a floperoo for both Maj. Jack Cappell, promoter, and Myron Cohen, whom the audience didn't understand.

But if the small crowd couldn't dig Cohen, they went all out for Gene Marvey. His tenor chanting of show tunes, and *Eli-Eli*, the Hebrew hymn, got terrific results. As a result of it he's got himself a Palladium date for next September.

The Olympia, a 10,000 seater, pulled only 1,700 people. Cohen got $5,000 for his end; Marvey got $3,500. Both performers had their round-trip fares paid by Cappell. He also paid fares for Harry Adler, Cohen's and Marvey's manager. After everything was over Cappell's estimated loss was 4,000 pounds ($20,000).

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NIGHT CLUB REVIEWS

Bill Miller's Riviera, Fort Lee, N. J.

(Wednesday, July 6)

Capacity, 1,025. Price policy, $3.50-$5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Ed Weiner-Seth Babits. Estimated budget this show, $14,500.

New show is distinctive for two things, the production work and the Wesson Brothers, tho majority of customers obviously came in to see Sophie Tucker.

The Donn Arden line—14 plus five showgirls—went thru two numbers with a dash and skill seldom seen on a cafe floor. Opener was a rapid-fire number set to a series of oldies in which Jeff Clay did the vocals in robust fashion. The second number was a slow dreamy thing with kids costumed in clinging metallic gowns making an interesting picture. Tho the number opened deliberately down, it built until every kid was on the beam in a series of stylized Oriental gyrations. The windup pulled a sock hand.

The Wesson Brothers (Gene and Dick) were obviously nervous and, when they didn't register the first few minutes, had tough going. But basically the lads have a sock act. In fact, they only used about two old bits, the rest of their material being completely new. Dick Wesson's deadpan Ed Sullivan emseeing his *Toast of the Town* was hilarious. His Milton Berle lousing up the other guy's act was almost as good. Latter needs better timing to get the laughs. Fundamentally, however, the act has sock potentials. Dick Wesson's quickie take-offs of Martin and Lewis, Nelson Eddy and Frankie Laine were hilarious. In one bit the boys pulled Bullets Duron, their manager, onstage. It could have been hilarious. If it missed it was because Bullets is a funny looking, bald-headed, fat little guy. Two lads, particularly Dick, were all over the stage. They punched hard, maybe too hard. But once they hurdle their initial belly drops they'll have one of the best two-man acts to come up recently. The stuff is there.

Sophie Tucker, practically a legendary figure today, pulled all the stops in this show. She peddled her blue stuff with a glib tongue and brassy pipes, adding enough schmaltzy nostalgia in *If I Had My Life To Live Over* to register socko. Latter, a song-talk biography of Tucker's life and loves used old pops—even an audience participation gimmick—to make the customers eat it up. Her cleverest number this time around was *Horse Playing Pappa* that she sold as only Tucker can. Old gal was far ahead until she started her charity pitch—"I have already given $465,000 to charity"—a laudable gesture that has nothing to do with the commercial side of working in, or operating, a cafe. With the kind of dough Miss Tucker's getting, she can contribute to all the charities she has a mind to without dragging customers into her problems. There are plenty of record stores in business, paying rent. We doubt if Bill Miller or any other cafe op wants to compete with them. If Miss Tucker is anxious to sell records she can make other arrangements. Miss Tucker's been around a long time. We doubt if anything we write here will make her change. But with cafe ops trying to make a buck—and Miss Tucker gets more than a couple of bucks—setting up competition against the op in his own place is sheer lunacy.

The Champions, Marge and Gower, are still probably the best dance team in the country. They have imagination plus the looks and skill to put them to work.

Judy Lynn, girl production singer, was adequate in her one number. However, she gave signs of having listened to too many Lena Horne records of late.

Walter Nye's band cut a good show. Catalina's rumbas relieved.

Bill Smith.

Versailles, New York

(Wednesday, July 6)

Capacity, 300. Price policy, $3.50-$4.50 minimum. Shows at 8:30 and 12:30. Operators, Nick Prounis-Arnold Rossfield. Booking, non-exclusive. Publicity, John O'Malley. Estimated budget this show, $1,000.

Kitty Kallen pulled a showbiz and newspaperman crowd her opening night, all of whom gave her some hefty mitting. She looked as lovely as ever and showed her vocal skill as she hopped from one song to another with blithe agility.

The gal teed off with *I'm in Love With a Wonderful Guy* and closed with *If It Weren't for the Irish*. In between, she threw in a flock of novelties, among which *Only for Americans*, from *Miss Liberty*, got the top honors. In this one, the gal gave the lyrics full play, strutting around the mike for heightened effects. A series of take-offs based on *There's No Business Like Showbusiness* in which she did an Ethel Merman, Lena Horne and Ella Logan, also deserved and got solid responses. Miss Kallen's old novelty, *I Wish I Had a Daddy in the White House*, pulled many fancy giggles. Her newest novelty was one based on her husband's (she's Mrs. Buddy Granoff) love for a young gal who turns out to be their three-month-old baby. It was cute and well handled and equally well received.

Bob Grant's ork backed Miss Kallen expertly. Panchito's band did the rumba sessions. *Bill Smith.*

Mocambo, Hollywood

(Wednesday, June 23)

Capacity, 225. Shows at 10:30 and 12:30. Price policy, $3 minimum week-nights, $4 minimum Saturdays. Booking policy, non-exclusive. Owner-operator, Charles Morrison. Estimated budget this show, $4,000. Estimated budget last show, $4,000.

Past few years have worked wonders for Desi Arnaz. When this reviewer caught him at Ciro's in 1946, the Latin lad showed personality but lacked salesmanship. Since then, his punch has gained impact, but more important, he now has confidence. His showmanship has taken on a keener edge while his ability to work to an audience has improved immeasurably.

Arnaz now strives for sight effects more than ever before in projecting the flash and fire of his Latin offerings. His present ork is the best yet to face his baton. Considerable attention has been devoted to acquiring ear-catching arrangements. This was particularly noticeable in *Similau*, *Lament of a Gypsy* and the *Straw Hat Song*. Latter, a tune from an Arnaz Columbia pic, is an eight-to-the-bar flavored rumba.

A fine showman, Arnaz utilizes lighting effects to match the mood of his music. This goes a long way in selling the individual selections.

Arnaz works on the dance floor and only rarely takes a hand in batoning the band. His vocal work as well as ork's tootling is climaxed with *Babalu* as encore. For this, Arnaz uses a huge bongo drum, accompanied by a tympany choir to present an exciting rhythmic rendition of the Latin fave. Arnaz knocks himself out on this one, dancing around ringside as he pounds the drums to give patrons a show for eye and ear. *Lee Zhito.*

Follow-Up Review

LATIN QUARTER, NEW YORK: Roger Ray, new comic here, is an excellent performer with a glib chatter and an ability to project a likable personality where it does the most good. With material better suited to his style he should be able to go places. When caught Tuesday (5) his stuff was a melange of Professor Lamberti, Frank Marlowe and Red Skelton, plus some good hoofing. It tied up well but lacked the spark that originality gives a comic.

Helene and Howard had a tough time warming up the house. It wasn't until their knockabouts were well established that they got laughs. Once they broke the ice, however, they were ahead and stayed there until the end of their act.

Lela Moore's half-man-half-woman act, done on a bench above the bandstand, drew concentrated attention even when the surprise element was removed. The commercial value of such a sight act, with its titillating potentials, is apparent.

The rest of the show remains basically the same. Joe Howard headlines and continues to do a fine job; Don Saxon is as good as ever, and Art Waner's band does a tip-top show cutting job. *Bill Smith.*

Holiday Ups Stem to 437G; Big 156G for MH, Roxy 100

NEW YORK, July 9.—Influx of visiting firemen looking for a place to cool off during the long holiday week-end, plus two new bills at presentation houses, took Stem grosses last week up to $437,000 as against the previous week's $359,000.

Biggest box-office getter was Radio City Music Hall (6,200 seats; average $125,000) with a terrific $156,000 for its second week of Steve Evans and *Look for the Silver Lining*. The opener brought $142,000.

Roxy (6,000 seats; average $80,000) counted $100,000 for its kick-off stanza of Janet Blair, Herb Shriner and *House of Strangers*.

Paramount (3,654 seats; average $65,000) holds up well with Louis Prima's ork, Amazing Mr. Ballantine and *Sorrowful Jones*. For its fifth week gross was $63,000 against a previous week's $65,000. Show opened to $90,000 and went to $75,000 for the second inning and $63,000 for the third week.

Capitol (4,627 seats; average $44,000) pulled a fine $73,000 for its preem with Bert Wheeler, Thelma Carpenter, Hal McIntyre's band and *Any Number Can Play*.

Strand (2,700 seats; average $47,000) wound up its two-weeker with Red Ingle, Bert Cummings and *Colorado Territory* to a poor $20,000 against an opening of $30,000. For the next few weeks house will run without flesh, using *Fountainhead* as the only draw.

Palace (1,700 seats; average $24,000) moved up to $25,000 for Ross and La Pierre, Bob Howard and six other acts, plus *The Last Fling*. Previous week's take was $21,000. New show, reviewed this issue, has Three Swifts, Patsy Garrett, six other acts and *Follow Me Quietly*.

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Magic

By Bill Sachs

GEORGE (ALABAMA) FLORIDA will celebrate his sixth season as managing director ahead of Harry Blackstone when the latter's show begins its 45-week coast-to-coast tour which gets under way in Milwaukee September 11. Florida also is dickering for European dates to follow. . . . **B. F. Madole**, of Shreveport, La., typewrites as follows under recent date: "Thus far I have been able to remain a spectator, observing with much interest the pro and con arguments relating to the amateur magician. However, fond memories of days gone by urge me, first an amateur, then a professional magician and now retired, to intervene on behalf of the amateur. Over 40 years ago while a small lad, I was held in breathless amazement when I witnessed a professor in the Side Show of a typical mud-show circus go thru the routine of the linking rings, egg bag and the multiplying billiard balls. Altho this professional's efforts would appear clumsy when compared with effects I have seen emanate from the digital dexterity of several amateur magicians I have been privileged to see over the years, a spark was planted thru the professor's bungling efforts, deeply arousing my interest in magic. The spark was fanned into a flame when I later received a toy magic set containing among other effects the old excelsior billiard ball trick. Altho I have not attempted to work magic since retiring several years ago, save as a hobby, I still derive much pleasure from the multiplying billiard balls and the several unique routines which I worked out in presenting this effect. I acquired various books on magic, some good—some not so good, and long hours were devoted to study and practice. This was climaxed with the noted Tarbell Magic Course, the author of which I think is entitled to a place alongside of **Robert Houdin** and other masters of legerdemain. In addition to the aforementioned preparation, I was privileged to receive many helpful suggestions from the late **Bill Hilliar**. I also availed myself of every opportunity to witness the performances of **Howard Thurston, Harry Houdini, Harry Blackstone** and **McDonald Birch**, as well as witnessing the performances of the smaller and less important members of the profession. With this background I was able to present a creditable program of magic as an amateur. Subsequently I framed my own show, which I took on the road without asking the permission of any professional. The show was well received by the public until I retired several years ago. I well remember some very helpful as well as constructive criticism and suggestions during my struggling efforts to learn magic which I received from Blackstone and Birch. If such masters of the art saw fit to counsel a struggling amateur then I cannot fathom the criticism hurled at the amateur magician by smaller, unimportant and, in fact, almost unknown trixters classifying themselves as professionals. It is a trite, but true, expression, cloaked in the vernacular of the gentry that the hit dot always howls. This, I believe, is applicable in the instance of the criticism of the amateur magician; the probable cause being envy cloaked under a more refined term, professional jealousy. No doubt, many of the amateurs being criticized are able to surpass many of the howling professionals. Every professional magician, great or small, famous or practically unknown, was at one time a struggling, bungling amateur—it being as impossible for one to come into the class of a professional magician, without having first passed thru the amateur stage, as it is for the butterfly, in all its splendor, to develop without having first been a lowly cocoon or for a human being to be brought into existence in full maturity. So I say, long live the amateur magician."

PAUL DUKE, prestidigitator, is en route to Brazil and Argentina and other South American countries to do repeat performances of his "One Man Show." He sailed from the States on the S. S. Uruguay July 1 and will return to this country about August 8. . . . **Gene Pronk** has pacted **Frankie** and **Mabel Gallagher** for his show which bows formally September 1. Gallagher, former advance man for **Calvert** and stage manager for **Blackstone**, will be stage manager for Pronk. **Lloyd Howe** will assist him, while Mabel will be a chorus model as she was for Blackstone. **Ernie Roth**, former exploitation agent for **Bobby Breen**, will handle the advance chores for Pronk's show. Pronk, who is vacationing at his summer home in Gloversville, N. Y., says that he will be the subject of a novel written by **Walter Gibson**, which is slated to get into print some time in October. Beginning August 5, a condensed version of the Pronk show will play a month's tour of Georgia theaters. . . . **Dillon** and **Parlow**, formerly with the **Doc Marquis Show**, are at their home in St. Louis after being released from St. Joseph's Mercy Hospital, Sioux City, Ia., where they were confined for several weeks with injuries sustained in a recent auto accident. . . . **Mrs. Edward M. Reno**, widow of the late magus, was the house guest of **Mr. and Mrs. Al Munroe**, Detroit, for a week. . . . **Del Raymond** is readying his routine for his annual tour of fair dates. . . . **C. Roswell Glover**, old-time magus, has left the Side Show on the John Pawling Great London Circus to join Dick's Greater Shows. . . . **Vic Perry**, pickpocket magician, who has been playing Northwood Inn, Detroit, was guest of honor at a meeting of the Society of Detroit Magicians at Royal Oak, Mich. **Vic Marsh**, Royal Oak, housed the gathering.

Tele Privacy Suit by AGVA To Defendant

(Continued from page 3)

While the decision clears KLAC-TV of the charges and makes other tele ops breathe easier, ruling may have a reverse effect in what it spotlights the position of talent televised. Conceivably, a single performer working in an event which is to be televised, can gum up the entire video show by demanding special fees or privileges before granting clearance. On the other hand, video ops must henceforth take special precautions to avoid lawsuits by securing written clearance from all performers before show is telecast. The procedure, in case of an event with a large cast, will mean considerable pre-telecast headaches. One out which tradesters consider likely is to require the promoter or packager of an event to present signed clearances or waivers giving tele stations a blanket okay on all talent concerned.

For AGVA, decision is a blow in its drive to share dough for tele performances. Union has demanded one week's salary for a single tele showing and had hoped to press claims further if the suit against KLAC-TV was won. In losing the case, AGVA is uncertain of its future course or extent to which it can pitch for extra tele dough.

TREAS. DEPT. TO HEAR

(Continued from page 3)

years. The Treasury Department makes no provision for the time when they are on the downgrade or find the demand for their services reduced with a consequent reduction in income. The 4A's engaged Thomas Tarleau, of the Wall Street law firm of Willkie, Owen, Farr, Gallagher & Walton to prepare the brief that won them a hearing. George Heller, of the American Federation of Radio Artists (AFRA), is the chairman of the 4A's committee in charge of the matter.

Burlesque

By UNO

HELEN McCREE opened July 1 with her Artists and Models Revue at the Moulin Rouge, Oakland, Calif., after an engagement at the Gaiety, Cincinnati, with **Dwain Esper**. . . . **Pete DeCenzie** has leased the Four Star Follies, Portland, Ore., where he will maintain a burly tab policy. Present personnel includes **Paul Nelson, Nudine, Zoma Terrie, Dianna Lane, Toni-Toni, Shalmar, Beverly Davis, Irene Gilmore** and **Boots Craig** with **Ci Ci Burly** in charge of music. . . . **Vinnie Faye** joined his brother **Joey**, featured, in "High Button Shoes," for the subway circuit tour. . . . **Judy Crawford**, now **Illona Knight**, dancer; **Maury Warner**, house singer, and **Lotus DuBois** and **Peggy Comer** were other former Roxy, Cleveland, principals to become features because of creditable mention in **Harriman Roger's (Roy P. Hudson)** free-lance reviews. . . . **Winnie Garrett** is new at the Casino, Boston. . . . **Jay C. Flippen**, now in pix, has been cast for a comedy role in "Turned Up Toes" at 20th Century-Fox. . . . **Nora Ford** is featured in **Freddie Lewis'** show at Nipmuc Park, Mass. . . . **Phil Seed** has teamed up with **Al LeRoy** for mountain week-end dates over the summer.

Ramona closed July 3 at the Club Morocco, Cleveland, and opened July 4 at the Pope Hotel, Erie, Pa. . . . **Johnny Del Mar, Arabella Andre, Marnee, Jack Foley, Torchy Wakefield, Benny Moore** and **Jo Ann Michaels** are new at the Burbank, Los Angeles. . . . **Vernon Hoff** bowed in at the Kitten Lounge, Chicago, as a singing-dancing emsee. . . . **Mar-Shan (Marsha Blue)** was farewell partied at West Palm Beach, Fla., prior to her trip to Mexico City, by **Marsha Raye, Sudea, Saint Satan** and **El Freda**. . . . **Charles Tomlinson**, impersonator, and **Bob** and **Arthur**, acros, plus the **Singing Aces** are extra attractions at **Byron Gosh's** Girlesque show at the National, Louisville. . . . **Lenny Bruce**, son of **Sally Masale**, now **Marr**, comedienne, having won a **Godfrey** video contest, is being handled by General Artists Corporation, who have him booked for the Capitol, New York, following a Strand, New York, date. . . . **George Hunter** will spend his first vacation, after 101 weeks as emsee at the Nut Club, Manhattan, by operating his typewriter four weeks steady completing scripts for his forthcoming video program he will label "Gag the Gagster." . . . **Dagmar, Revere** and **Roche, George (Beetlepuss) Lewis, Eddie Troy, Night** and **Day, Doris King, Madeline Massey** and **Norman Burk's** ork comprised the talent for the first revue, "Hottest Show in Town," that opened recently at the Fire-Glow, Santa Monica, Calif. . . . Connecticut State Senator **Samuel H. Malkan**, (D., New Haven), well-known in burlesque, was appointed State athletic commissioner for two years last week. Malkan was a comedian on the old Columbia Wheel for many years.

Ensworth Flacks Ice Show

HARTFORD, Conn., July 9.—Bob Ensworth, publicity manager for the past two years for the American Legion in Connecticut, has resigned to become publicist in New York with the Shipstads and Johnson *Ice Follies*. He will write and plant national magazine publicity for the ice show.

FINAL DIVESTITURE

(Continued from page 3)

also were brought.

General Equipment and Paramount Television were required to divest stocks January 12, 1949, in Scophony Corporation of America. Scophony-Baird has two years to divest.

This judgment ends the case.

WASHINGTON, July 9.—There were 51,000 TV sets in operation in the nation's capital on July 1, the Washington Television Circulation Committee estimated this week. The figure represents an increase of 3,000 receivers over the June 1 total.

WHAS-TV Gets Oct. 1 Deadline

WASHINGTON, July 9.—Warning *The Louisville Courier-Journal* that it must go ahead "diligently" with construction of WHAS-TV regardless of the pending bid to sell the permit along with WHAS to the Crosley Broadcasting Corporation, the Federal Communications Commission (FCC) this week proposed an extension of a completion date for the TV outlet until October 1. In setting the date, the FCC over-ruled hearing examiner Leo Resnick, who had recommended an extension until February 1.

The FCC said that the failure of the station to be finished on its original date of October 1, 1948 was due "at least in part to causes not under the control of the permittee." The FCC pointed out that *The Courier-Journal* has been constructing a $10,000,000 plant to house the newspaper and radio and TV properties.

However, the Commission stated that whatever happens to the bid to sell the papers' radio and TV stations to Crosley—tentatively rejected by the FCC—the permittee must "proceed expeditiously with construction of WHAS-TV in order that the television service which it proposes may become available to the public at the earliest possible date."

Early A.M. TV Soon — Poppele

NEW YORK, July 9.—Early morning telecasting is expected to be introduced to video listeners very shortly, J. R. Poppele, veepee in charge of engineering at WOR, New York, stated yesterday in an address at the annual convention of the American Association of Agricultural College Editors at Cornell University. Poppele made this point while referring to the benefits that TV could bring the farmer in the near future. By the near future, he said, he meant about five years, which was the time he estimated it would take TV, by means of relay stations, to be brought to the farmers.

Poppele, who also is president of the Television Broadcasters' Association, told of programs that someday would be offered to rural TV set owners. Among them were shows transmitting weather charts covering the entire country, motion picture films on combating plant disease, controlling pests, treatment of crops and suggestions on planting. He also foresaw programs teaching truck farmers the value of packaging their crops for maximum profits and shows which would give home courses in agriculture, home economics and other subjects that would be of value to the farmer.

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TOPPERS PICKED BY LEGIT IN

Best Shows Are "Salesman," "Edward," "Pacific"; Top Thesps Cobb, Bolger, Martin

Others Honored Include Boyer, Pinza, Martita Hunt

(Continued from page 3)

Death of a Salesman takes top honors in the straight play division, having polled nearly five times as many ballots as its nearest competitor in a field of 18. So another key and scroll will go to author Arthur Miller. Miller's *All My Sons* got the majority Broadway nod as the best play of the 1946-1947 season. Edward, *My Son* is tabbed the best "first" play by an author to reach the Stem, which brings its star, Robert Morley, and Noel Langley each a similar award as co-author.

Lee Cobb Best Actor

The season's cream for the best dramatic performance goes to Lee J. Cobb for his smashing portrait of Willy Loman in *Salesman*. Their contributions to the same play bring accolades to Mildred Dunnock and Arthur Kennedy for the best supporting performances by an actress and actor, respectively. There was no question in the minds of the voters as to the right of Martita Hunt to best performance honors as the new French woman in *The Madwoman of Chaillot*, and since the portrait marks the British star's first appearance on Broadway, they voted her debut honors as well. So a pair of keys and scrolls will be sent to England, where Miss Hunt is now vacationing pending the play's reopening late this summer.

For a third successive time Elia Kazan takes seasonal directorial honors. Kazan was a winner in 1947 for his staging of *All My Sons* and again the following year on the account for *A Streetcar Named Desire*. Now he scores again as a season's outstanding director for *Salesman*.

With the importation of Jean-Paul Sartre's *Red Gloves* received far from over-all critical praise, it nonetheless offered Broadway an opportunity to see a great actor make a much belated Stem debut. Charles Boyer's cynical Communist of *Gloves* was widely acclaimed and brings him the scroll and key for best in that category.

There was plenty of spread this year in the balloting for best scenic and costume designs. The final tally puts Jo Mielziner in the top slot for a third time for his sets for *Salesman*. Mielziner's *Dream Girl* sets were lauded best back in 1946 and in 1948 the background for *Streetcar* carried off the palm. The current laurels for best costume designs are awarded posthumously to the late Christian Berard for his imaginative bodydrapings for Chaillot.

Musicals Cited

Eleven musicals out of the season's total of 18 absorbed the theater electorate's attention ballotwise. As in the case of the straight plays, the winner polled nearly five times the vote of its runner-up. In fact, the voting for *South Pacific* was something in the nature of a landslide, since it not only carries off honors for 1948-1949's best song-and-dancers but individual contributions to it call for awards in eight additional categories. So Joshua Logan and Oscar Hammerstein II each receive an award as co-authors of the book. Another goes to Logan for its staging and still another to Hammerstein for the lyrics. Richard Rodgers' score for it is tabbed the best of the year. All three are previous winners. Logan scored for staging *Annie, Get Your Gun* in 1947, and Rodgers for his tunes for Carousel (1945) and Allegro (1948). Hammerstein's books and lyrics have been practically perennial hosts since the founding of the awards back in the season of 1943-1944.

Even more in the nature of a landslide is Mary Martin's win for the best performance by an actress in a musical. Miss Martin's total tally was over 10 times that of her nearest competitor in a field of 16. This is the co-star of *Pacific's* second Donaldson Awards accolade. Back in 1944 she received similar honors for her performance in One Touch of Venus. Nearly in the same ratio was the vote polled by her co-star, Ezio Pinza, for the season's best musical debut. Pinza it may seem odd to classify the Met's top basso in such a category, *Pacific* is his first bow into the Broadway scene—and he made it in a manner to run away with the honors. Substantial wins likewise were scored in song-and-dancer supporting performances by Juanita Hall of Mary McCormick, for the former's contribution as a South Sea Island "Little Buttercup" and the latter's superlative clowning of an overly tattooed Seebee.

Others Honored

Individual achievement brings reflected honors to four other musicals. Alfred Drake's singing and acting in *Kiss Me, Kate* rated his Broadway co-

(See Toppers Picked on page 50)

Another Broker Loses License In Ticket Probe

(Continued from page 4)

missioner McCaffrey to revoke their permits because they claim the State law which limits the broker's commissions to 75 cents is unconstitutional. Next Thursday (14) the Louis Cohn Agency will appear before Supreme Court Justice James B. McNally at a hearing to test the law and the action revoking the agency's license.

Since Commissioner Murtagh began his investigations of the ticket brokers, five of them—Ben Atkins, Louis Cohn, John F. Ahearn, Phil Rosen and Bill Tannenbaum—have had their licenses revoked. The commissioner expects that at least 20 more will find themselves without licenses in the near future. Several brokers are slated to come up before him next week.

On Broadway the brokers were keeping mum. They will meet with the League of New York Theaters in August to redraft the League's ticket code to give them more representation and to remove some of their objections to its provisions. Otherwise they are sticking to selling tickets and, with biz way off, that is proving quite a task.

Awards' 6-Year History Stands For Voting by and for Theater

NEW YORK, July 9. — Since the Donaldson Awards appear to have additional interest with each continuing year, it may be in order to review their history and purpose at this time. The purpose of their establishment was single—to make possible acclaim for individual, seasonal, Broadway legit achievements, stemming solely from a completely democratic vote by all segments of the theater.



Six years ago *The Billboard* decided to sponsor an annual series of such awards and named them in honor of the paper's founder, the late W. H. Donaldson, a lifelong friend of show people. Theatrical attainments receive a variety of citations of one sort or another during a season, but none before or since the founding of the Donaldson Awards has stemmed from other than a limited or hand-picked group. Back in 1943 *The Billboard* felt that such awards, to have their fullest meaning for the recipients, should reflect a consensus of the theater as a whole.

Theater Votes

Accordingly, prominent representatives of the theatrical trades were asked to serve on a committee, with members of *The Billboard's* staff acting in an advisory capacity. Prizes were adopted consisting of a gold key and a citation scroll to be awarded annually to winners in 27 categories of theatrical endeavor. A completely democratic voting system was mapped out. Everyone having a part in the making of a Broadway season—from producers to stagehands—had a right to a ballot. In sum, the aim was to get the opinion of the people who know most about the theater—those who work in it and for it. It was the theater's own recognition of its own.

All branches of the theatrical trades gave the idea immediate and enthusiastic support. An eligibility list was prepared comprising the cast and credits of the season's legit productions. Any play, actor or technicim listed was declared eligible for honors in one or another of the categories included in the ballot, which was self-mailing and secret. When the returns were in and tabulated, the keys and scrolls were presented to the winners on a coast-to-coast broadcast.

6,000 Votes Sent Out

This procedure has been continued almost without deviation over the past six years. The make-up of the committee changes somewhat from year to year, and various minor adjustments have been added for more efficient operation. But the essential aim and purpose of the Donaldson awards has been strictly adhered to, which still makes them unique among all awards distributed over the legit theater. Approximately 6,000 ballots are distributed annually, and better than half that number are returned. Obviously, such a tally represents a fair cross-section of theatrical opinion and should have a far greater significance for winners than laurels af-

(See Awards' History on page 48)

Winners

The Sixth Annual Donaldson Awards 1948-1949

Straight Play Division

Best Play.....*Death of a Salesman*
Best First Play.....*Edward, My Son*
Best Direction—ELIA KAZAN.....*Death of a Salesman*
Best Performance (Actor)—LEE J. COBB.....*Death of a Salesman*
Best Performance (Actress)—MARTITA HUNT.....*Madwoman of Chaillot.*
Best Supporting Performance (Actor)—ARTHUR KENNEDY.....*Death of a Salesman*
Best Supporting Performance (Actress)—MILDRED DUNNOCK.....*Death of a Salesman*
Best Debut Performance (Actor)—CHARLES BOYER..*Red Gloves*
Best Debut Performance (Actress)—MARTITA HUNT.....*Madwoman of Chaillot*
Best Scenic Design—JO MIELZINER.....*Death of a Salesman*
Best Costume Designs—CHRISTIAN BERARD.....*Madwoman of Chaillot*

Musical Division

Best Musical.....*South Pacific*
Best Direction—JOSHUA LOGAN.....*South Pacific*
Best Performance (Actor)—ALFRED DRAKE.....*Kiss Me, Kate*
Best Performance (Actress)—MARY MARTIN.....*South Pacific*
Best Supporting Performance (Actor)—MYRON McCORMICK.....*South Pacific*
Best Supporting Performance (Actress)—JUANITA HALL.....*South Pacific*
Best Debut Performance (Actor)—EZIO PINZA.....*South Pacific*
Best Debut Performance (Actress)—YVONNE ADAIR.....*Lend an Ear*
Best Dancer—RAY BOLGER.....*Where's Charley?*
Best Danseuse—VIOLA ESSEN.....*Along Fifth Avenue*
Best Book—OSCAR HAMMERSTEIN II and JOSHUA LOGAN.....*South Pacific*
Best Score—RICHARD RODGERS.....*South Pacific*
Best Lyrics—OSCAR HAMMERSTEIN II.....*South Pacific*
Dance Direction—GOWER CHAMPION.....*Lend an Ear*
Best Scenic Design—EMUEL AYERS.....*Kiss Me, Kate*
Best Costume Design—EMUEL AYERS.....*Kiss Me, Kate*

THE SIXTH ANNUAL VOTING

Donaldson Awards

Statistical Record Of '48-'49 Season

NEW YORK, July 9.—The eligibility list for the Sixth Annual Donaldson Awards gave the voters an opportunity to make their selections from 71 productions which opened on Broadway between May 1, 1948, and April 30, 1949. The total was four less than the 75 included in last year's listing.

The year's musical crop numbered 18, six more than the 1947-1948 total. However, only six revivals got a refurbishing, as against 16 in the previous season. Twenty-two plays by authors new to Broadway received an unveiling.

The past season's entrants lighted 32 theaters. The Lyceum and National split housing honors for most unveilings. Each housed five. The Booth was right behind them with four.

Few Adaptations

Adaptation of novels and stories for the stage was on the short side with only three plays stemming from those sources. *Make Way for Lucia* was dramatized from the novels of E. F. Benson by John Van Druten. *Town House* was adapted from John Cheever's stories by Gertrude Tonkology. *South Pacific* is the collaborated transition of James Michener's *Tales of the South Pacific* at the hands of Joshua Logan and Oscar Hammerstein II. The first two items had short careers, but *Pacific* adds up to a novelist's dream of royalties.

A new twist this year was the tunesmithing of two old stage plays into musicals. *Charley's Aunt* has become a song-and-dancer, *Where's Charley?* and earlier in the season Edward Sheldon's romantic comedy, *Romance*, was given operetta face-lifting, under the title of *My Romance*.

There were eight imports of foreign plays. Four were translations from the French.

Busiest Craftsmen

The year's busiest drumbeating office was the Bill Doll combo, which spearheaded eight productions. Other theater craftsmen concerned with the season's productions were 91 producers and 81 playwrights. Samuel Spewack made two contributions. Thirty-one composers scripted tunes and 27 lyricists added the words to them. Sixty-two directors had a hand in the staging and 14 dance directors put the terpers thru their paces. Backgrounds and decor stemmed from 40 scenic designers and 34 costume designers were responsible for clothes-drapings. Only five shows employed production supervisors.

Mortensen Gets Conn. Post

HARTFORD, Conn., July 9.—William H. Mortensen, managing director of the Bushnell Memorial, downtown legit house, has been appointed by Gov. Chester Bowles to serve on the Connecticut State Development Commission for a term of four years. Mortensen, who is a former mayor of Hartford and a former State senator, is being mentioned in Hartford as a possibility for the Republican nomination for governor in 1950.

No Awards Ads

The Billboard does not solicit and will not accept advertising which is connected with plays and persons voted winners in the Sixth Annual Donaldson Awards.

Donaldson Awards Committee

1948-1949

Oscar Hammerstein II For the Producers	Richard Watts Jr. For the Critics
Howard Lindsay For the Actors	Mary Martin For the Actresses
Louis Simon For Actors' Equity	Ruth Richmond For Chorus Equity
John Effrat For the Stage Managers	Oliver Saylor For the Press Agents
Ray Bolger For the Dancers	Grace Hartman For the Dancers
John McDowell For the Stagehands	Morrie Seamon For the Treasurers
Woodman Thompson For the Scenic Designers	Robert Byrne For the Costume Designers

For The *Billboard*
Roger S. Littleford Jr.
Editor-in-Chief

Robert Francis
Drama Editor

Broadway Review

CABALGATA

(Opened Thursday, July 7, 1949)

BROADWAY THEATER

A Spanish revue. Produced and directed by Daniel Cordoba. Musical director, Ramon Bastida. Sets, Luis Marquez. Costumes and dance direction, Daniel Cordoba. Arrangements, Ramon Bastida. Company manager, Boris Charsky. Stage manager, Miguel Del Castillo. Press representative, Harry Hyams. Presented by S. Hurok.

DANCERS: Carmen Vazquez, Pepita Marco, Floriana Alba, Pilar Calvo, Aurea Reyes, Jose Toledano, Paco Fernandez, Julio Toledo, Sebastian Castro, Fernando Vargas, Violeta Carrillo, Maria Castan, Pepita Durango, Conchita Escobar, Carmen Gamez, Luisa Garcia, Paloma Larios, Zenia Lopez, Teresa Martinez, Catalina Maytorena, Elba Ocalza, Pepita Ramirez, Gracia Rios, Rocio Santisteban, Malena Telmo, Armonia Villa, Andrea Aguirre, Carlos Castro, Gustavo Delgado, Paul Izquierdo, Gustavo Garzon, Guillermo Marin, Fernando Marti, Rene Ochoa, Luis Ricatra, Ricardo Solano, Jose Valois, Juan Villarias.

SINGERS: Miguel Herrero, Rose De Avila, Enrique Barrera, Victor Torres, Rafael Hernan.

PIANIST: Jose Cartes.

GUITARS: Manuel Medina and Paco Millet.

Judged on the basis of an opening night reception by an audience preponderantly and enthusiastically Latin, *Cabalgata*, the Spanish musical cavalcade, is likely to enjoy the same commercial success it received on the Coast over the last two months. However, to one reporter, it seems obviously gaited to Latin consumption and perhaps to a limited non-Latin cognoscenti of Spance dance and song. For the in-the-knows, *Cabalgata* likely offers subtle changes of pattern and mood, but for the average dub Spanishwise a certain monotony must be reported. So the revue probably will do smash business at the Broadway at least until its real audience is exhausted.

The above does not mean that Daniel Cordoba's combination of Iberian dance, song and folk lore isn't bright and colorful, or that its participants are not top performers in their respective fields. The latter are obviously so thruout. The costumes are fresh and bright and, one imagines, authentic. The backgrounds for the vignette sets have imagination. Perhaps, if enthusiastic fellow-countrymen would not demand a full encore to practically every number, the over-all would have more bite and zest for the layman.

Expert Performance

Performancewise, the proceedings are dominated by a girl named Carmen Vasquez who can and does make a pair of castanets talk in any language. Her dancing is brilliant and provocative, and if *Cabalgata* operated on the star-system, the lady should certainly be elevated to that slot. A brilliant stepping contribution also stems from Pepita Marco, and on the men's side of the ledger this reporter liked best the work of Paco Fernandez and Sebastian Castro. Rose De Avila and Miguel Herrero have a way with a vocal and Jose Cortes makes a piano sing with Spanish rhythms. However, no one can look and listen at *Cabalgata* without realizing that everybody connected with it is expert.

Best of the vignette sketches is a charming dancing school sequence, and the first stanza has a splendid all-out wind-up. A bullfighting ballet with Goyaesque overtones is finely effective, and the *Inn in Seville* finale featuring all the top principals is excellent.

Obviously, *Cabalgata* shouldn't be judged by Broadway revue standards. It is more nearly a national song and dance pageant. As such, it projects as an imaginative and brilliant piece of theater. But its appeal seems too specialized for lengthy Stem competition.

Bob Francis.

BROADWAY SHOWLOG

Billboard Trade Service Feature

Performances Thru July 9, 1949

DRAMAS

	Opened	Perfs
A Streetcar Named Desire (Barrymore)	12- 3, '47	639
At War With the Army (Booth)	3- 8, '49	143
Born Yesterday (Henry Miller)	2-24, '46	1,440
Death of a Salesman (Morosco)	2-10, '49	172
Detective Story (Hudson)	3-22, '49	124
Goodbye My Fancy (Fulton)	11-17, '48	269
Mister Roberts (Alvin)	2-18, '48	544
Two Blind Mice (Cort)	3- 2, '49	149

MUSICALS

	Opened	Perfs
As the Girls Go (Winter Garden)	11-13, '48	273
Funzapoppin (Madison Square Garden)	6-30, '49	11
Kiss Me, Kate (Century)	12-30, '48	218
Lend an Ear (Broadhurst)	12-16, '48	236
South Pacific (Majestic)	4- 7, '49	108
Where's Charley? (St. James)	10-11, '48	312

ICE SHOWS

	Opened	Perfs
Howdy, Mr. Ice of 1950 (Center)	5-26, '49	63

SUSPENDED

	Opened	Perfs
Diamond Lil (Coronet)	2- 5, '49 (3-5, '49)	82

OPENED

	Opened	Perfs
Cabalgata (Broadway)	7- 7, '49	4

COMING UP

(Week of July 11, 1949)

Miss Liberty (Imperial)	7-15, '49	

Runners-Up Pull Big Votes In Close Race

First 5 Listed

NEW YORK, July 9.—While only first place winners, of course, receive the Donaldson Awards gold keys and scrolls emblematic of the Broadway season's outstanding achievements, their immediate follow-uppers shared a substantial vote from the theater electorate. Since many of the latter can be more than proud of their showings in the 1948-1949 season's balloting, the standings of honor-candidates from second thru fifth place is herewith included.

Despite *Salesman's* spectacular win in the best play division, *Madwoman of Chaillot* snared a hefty total for runner-up position. The tally for third place resulted in a flat tie by *Anne of the Thousand Days*, *Detective Story* and *Edward My Son*. *Life With Mother* and *The Silver Whistle* took fourth and fifth honors, respectively.

Balloting was considerably closer in the "first" play category, with *The Traitor* polling a solid vote for second place. *Whistle* and *Hope Is the Thing With Feathers* wound up neck and neck, a final handful of ballots for *Whistle* giving that comedy the final nod for third place. *Goodbye, My Fancy* finished a comfortable fifth.

Kingsley Rates High

The closest contender for Kazan's top directional honors was Sidney Kingsley for *Detective Story*. Tied for third slot were H. C. Potter for *Anne* and Sam Wanamaker for *Fancy*. Five candidates were tied for fourth place, an equal number of voters liking the work of Harold Clurman on *The Young and Fair*, Jed Harris on *Traitor*, Moss Hart on *Light Up the Sky*, Guthrie McClintic on *Life With Mother*, and Lee Strassburg on *The Big Knife*. Fifth place went to Paul Crabtree for *Whistle*.

Rex Harrison (*Anne*) was the second choice in the season's best actor category. Robert Morley (*Edward*) had Jose Ferrer (*Whistle*) right at his heels for fourth place, and Ralph Bellamy had plenty of admirers of his work in *Detective* to put him in fifth position.

Mildred Dunnock, the all-out voters' favorite for best supporting actress, also tallied a splendid second place return in the best actress seg. Peggy Ashcroft (*Edward*), Joyce Redman (*Anne*) and Margaret Phillips (*Summer and Smoke*) followed her in that order.

Joseph Wiseman drew more than ample ballot support for his portrait of a slimy crook in *Detective* to put him in second slot as best supporting actor. William Lynn (*Whistle*) and Ray Walston (*Smoke*) followed closed in third and fourth position, and Robert Emhardt (*Mother*) polled fifth place.

(See Runners-Up Pull on page 48)

The Three Toppers

Best Play
Death of a Salesman

Best "First" Play
Edward, My Son

Best Musical
South Pacific

Runners-Up Pull Big Votes In Donaldson Awards Race

(Continued from page 47)

The Follow-Uppers

Mildred Dunnock's four follow-uppers for supporting actress honors were:

2. Estelle Winwood.........*Chaillot*
3. Shirley Booth.............*Fancy*
4. Julie Harris......*Young and Fair*
5. Lee Grant.............*Detective*

Balloting for debut (actor) placed:

2. Torin Thatcher..........*Edward*
3. Don Hanmer.....*Sundown Beach*
4. Richard Derr.............*Traitor*
4. William Lanteau.............*At War With the Army*
5. Warren Stevens...*Sundown Beach*

Fem debut runners-up included:

2. Madeleine Carroll.........*Fancy*
3. Leora Dana..............*Chaillot*
4. Leueen McGrath.........*Edward*
5. Doe Avedon.......*Young and Fair*

In addition to carrying away first set design honors for *Salesman*, Jo Mielziner's sets for *Summer and Smoke* and *Anne* were voters' favorites for third and fifth place respectively in the background category. The late Christian Berard's decor for *Chaillot* was rated second choice and Boris Aronson took fourth slot for his outstanding set for *Detective*.

An extremely close second to Berard's first place clothes-draping honors were Motley's costumes for *Anne*. Next in line were:

3. Donald Oenslager.........*Mother*
4. Richard Whorf...... *Richard III*
5. Stewart Chaney....*The Ivy Green*

"Kate" Is Second

As stated elsewhere, *South Pacific* was practically alone in its glory as winner in the song-and-dancer field, polling nearly three-quarters of the total vote cast for best musical. However, there were plenty of voters who liked *Kiss Me, Kate* for second place, and a lot more who put *Lend An Ear* into third slot. *Ballet Ballads* was rated fourth, and *Where's Charley?* fifth.

In the musical staging field, John C. Wilson placed second for his direction of *Kate*. Elia Kazan was third for *Love Life* and Hal Gerson fourth for *Ear*. Mary Hunter *(Ballet Ballads)* and Hermes Pan *(As the Girls Go)* were tied for fifth spot.

Best musical actor returns were again very close this year. Alfred Drake *(Kate)* and Ezio Pinza *(Pacific)* ran practically nose to nose all the way thru the tallying. A scant dozen votes just prior to the deadline for balloting put Drake in the top bracket. Ray Bolger *(Charley)* drew heavy support for third place, and Bobby Clark *(As the Girls Go)* was a fourth. Fifth slot was a three-way tie between William Eythe *(Ear)*, Myron McCormick *(Pacific)* and Ray Middleton *(Love Life)*.

La Morrison, 2d

Follow-uppers to Mary Martin's sensational win as best musical actress were:

2. Patricia Morison...........*Kate*
3. Carol Channing.............*Ear*
4. Nanette Fabray........*Love Life*
5. Allyn McLerie............*Charley*

Placing next to winner Myron McCormick *(Pacific)* for best supporting performance (actor) were:

2. William Tabbert..........*Pacific*
3. Harold Lang...............*Kate*
4. Dick Bernie........*Fifth Avenue*
4. Martin Wolfson...........*Pacific*
5. Jackie Gleason......*Fifth Avenue*

Top-scoring supporting actresses were:

2. Carol Channing.............*Ear*
3. Lisa Kirk..................*Kate*
4. Allyn McLerie...........*Charley*
5. Mary McCarty.....*Small Wonder*

Ezio Pinza polled nearly 60 per cent of the ballots cast in the musical debut seg. Bob Scheerer, of *Ear*, took second place. Byron Palmer *(Charley)* was third, with Johnny Coy *(Fifth Avenue)* right on his heels for fourth slot. Jay Marshall *(Love Life)* was fifth.

Mary McCarty *(Small Wonder)* scored next best to winner Yvonne Adair *(Ear)* in the fem debut class. Next in line were:

3. Anne Renee Anderson........*Ear*
4. Milada Mladova......*All for Love*
4. Patricia Wymore.........*Hold It*
4. Virginia Beeler......*The Medium*
4. Jenny Lou Law..............*Ear*
4. Hazel Dawn Jr.........*My Romance*
5. Joan Diener........*Small Wonder*
5. Antionette Guhlke...........*Ear*
5. Lee Stacy....................*Ear*

Harold Lang *(Kate)* gave Ray Bolger *(Charley)* top competition for terping honors. Other top vote-getters were:

3. Gene Nelson.................*Ear*
4. Bob Scheerer................*Ear*
5. Paul Godkin.......*Ballet Ballads*

Distaff Terpers

Close also was the vote for distaff terpers with Sono Osato *(Ballet Ballads)* giving winner Viola Essen *(Fifth Avenue)* sharp competition. Kathryn Lee *(As the Girls Go)* was only a step behind Osato for third place. Allyn McLerie *(Charley)* rated fourth slot, and Dorothy Babbs *(Ear)* tallied a substantial return for fifth.

Author runners-up for best musical book were:

2. Sam and Belle Spewack....*Kate*
3. Charles Gaynor..............*Ear*
4. Alan Lerner..........*Love Life*
4. John Latouche.....*Ballet Ballads*
5. William Roos....*As the Girls Go*

Tunesmith runners-up were as follows:

2. Cole Porter.................*Kate*
3. H. Villa-Lobos........*Magdalena*
4. Kurt Weill..............*Love Life*
5. Frank Loesser...........*Charley*

The top lyricists included:

2. Cole Porter.................*Kate*
3. John Latouche......*Ballet Ballads*
4. Frank Loesser............*Charley*
5. Alan Lerner............*Love Life*

Still another close race occurred among the choregraphers with Hanya Holm *(Kate)* crowding winner Gower Champion *(Ear)* all the way to the finish. Others out in front were:

3. Jack Cole.............*Magdalena*
4. Michael Kidd............*Love Life*
4. Robert Sidney......*Fifth Avenue*
5. George Balanchine.......*Charley*

Balloting was again give-and-take in the scenic class. Jo Mielziner *(Pacific)* gave Lemuel Ayers *(Kate)* a sharp run for top honors. The next three were:

3. Howard Bay..........*Magdalena*
4. Raoul Pene Dubois...........*Ear*
5. Boris Aronson..........*Love Life*

While Ayers ran away with the song-and-dancer costume vote, other fat tallies were made as follows:

2. Sharaff ....*Magdalena*
3. David Ffolkes............*Charley*
4. Motley ....*Pacific*
5. Raoul Pene Dubois...........*Ear*

2 Nutmegs Reduced to 1

BRIDGEPORT, Conn., July 9.—A confusion in names between the Nutmeg Playhouse, Brookfield, and the Nutmeg Theater Workshop, Ridgefield, was straightened out last week via an agreement between Leon Michel of Brookfield and George Blackwood of Ridgefield. The Brookfield group will retain the Nutmeg name, while the Ridgefield aggregation will be known as the Theater Workshop of Ridgefield. The Michel project is staffed by professionals, who play established works, while the Ridgefield Workshop is operating on an experimental basis, trying out new plays.

Out-of-Town Review

SHOW BOAT

(Opened July 4)

GREEK THEATER, LOS ANGELES

Musical comedy in two acts presented by Gene Mann. Music by Jerome Kern. Book and lyrics by Oscar Hammerstein II, based on the novel by Edna Ferber. Directed by Edward Reveaux. Settings, Richard Jackson. Musical direction, Jaye Rubanoff. Dances staged by Dan Eckley. Musical numbers staged by Eugene Loring. Costumes designed by Kate Orain Lawson. Costumes executed by Brooks Costume Company, under supervision of Ernest Schrapps. Production co-ordinator, Maryau Mann. Choral direction by Jack Cathcart.

Windy	George Spelvin
Steve	George McBryde
Pete	Kirby Smith
Queenie	Ruby Dandridge
Parthy Ann Hawks	Kathryn Sheldon
Cap'n Andy	Charles Winninger
Ellie	Collette Lyons
Frank	Sammy White
Rubber Face	Arthur Ross
Julie	Terry Saunders
Gaylord Ravenal	Charles Fredericks
Vallon	Thayer Roberts
Magnolia	Evelyn Wycoff
Joe	Caleb Peterson
Backwoodsman	Jack Oaley
Jeb	Stephen Considine
Sam	Theodore Crumb
Barker	George Nevin
Fatima	Bernice Harrison
Sport	Lindsey Workman
Congress of Beauty	Beverly Bernard Benella Daniels Naomi LaVerne Terry Annis Marilyn Danielsen Carole Schuman
Dahomey King	Graham Johnson
Landlady	Jenina Caroll
Ethel	Opal Alye
Mother Superior	Esther Zevin
Kim	Anne Whitfield
Jake	Robert Shay
Jim	Jack Oaley
Man With Guitar	Jacky Present
Doorman	Paul Harris
Lottie	Sandra Annsen
Woman on the Levee	Grace Poe

The Cotton Blossom steams in with all its old glory and splendor with Gene Mann at the helm to kick off the Greek Theater's fourth season of outdoor operettas. Dazzling production of *Show Boat* promises plenty of enjoyment for lovers of light opera, as well as a healthy return at the box office for the Greek Theater association. With his presentation of *Show Boat*, Mann sets a new standard of excellence for his theater. Thanks to the revolving stage, Director Edward Reveaux is able to keep show's tempo going at a proper pace. Also theater's improved lighting and sound equipment immeasurably enhance the production.

In addition to technical improvements, success of this offering belongs to a well-picked cast. Charles Winninger, who created the Cap'n Andy role, handles his part with the old affection and spice it demands. Cast boasts good voices as well in Charles Fredericks as Ravenal and Evelyn Wycoff as Magnolia. Terry Saunders makes a winsome Julie, while Sammy White is as fine as ever in his old part as Frank, the hoofer. Kathryn Sheldon milks her role of Aunt Parthy for all it's worth. Collette Lyons's comedy talents are well suited for a rib-tickling portrayal of Ellie. Albert McNeil Choir turns in a beautiful job on the choral numbers and Caleb Peterson, as Joe, has the voice and sympathetic interpretation necessary to make *Ole Man River*.

Costumes were brilliant, choregraphy fresh and eye-worthy, stage settings full of color, all combining to give tasty trimmings to a fine production. *Lee Zhito.*

Two New Barns for Penna

HARRISBURG, Pa., July 9.—The Department of State reports the incorporation of two new Pennsylvania summer theater projects. The Allenberry Players, Inc., Allenberry, has been authorized to capitalize at $15,000. Clarence W., John W. and Charles A. B. Heinze, of Carlisle, are the incorporators. Harry A. Dower, Elmira B. Eberly and Helen E. Isabella, all of Allentown, are authorized to capitalize the Hayloft Corporation at $5,000.

Conn. Strawhatters Start With Good Biz; Future Looks Better

HARTFORD, Conn., July 9.—Despite unprecedented competition from various outdoor amusement interests, the Connecticut summer strawhat theater season is off to a good start.

Business, according to theater owners and operators, has been good, with indications of increased grosses later in the season. To herald the summer of 1949, summer theater ops in the territory went all-out in promotion, with window cards, newspaper advertising and radio time among advertising expenditures.

Newspapers have perked up their interest in the silo circuit considerably, with more review and article space being devoted thus far this season than was evidenced during a similar period in 1948. One outstanding example of newspaper interest is the booking of Susan Peters in the opening show at Norwich Summer Theater, *The Glass Menagerie*. Reviews hit the larger Connecticut cities in addition to the smaller towns, and the Associated Press, on its Connecticut wires, even carried some notice on Miss Peters' acting.

Names Get Bally

Names, as usual, are important to Connecticut summer season play-goers, and the territory's strawhat operators are wasting no time in plugging top names in newspaper promotions. Joan Blondell, appearing in *Happy Birthday*, at $2.95 top, this week at the Ivoryton Playhouse, for example, was the subject of a number of press interviews. Lesser-known players, of course, were merely given a brief nod by news writers.

However, a factor which is viewed with considerable gravity by summer theater operators is the growth of outdoor motion picture theaters and other outdoor amusements and the definite indications of increased competition from those fields.

Several years ago, summer ops say, you could count the number of drive-in theaters operating in the State on one hand, while today you need both hands and will need more counting space if the number increases. The drive-ins, in addition, aren't resting on the laurels of newspaper advertising or other conventional promotion. Outdoor locations are going in heavily for exploitation and thus far such expenditures are paying off to the extent that outdoor movie spots in Connecticut are doing a terrific business in comparison to the grosses at the silos.

AWARDS' HISTORY

(Continued from page 46)

fered by some self-constituted group of experts. *The Billboard* neither has nor has had any ax to grind in the project. It accepts no advertisement from any winner. Its sponsorship of the awards is simply a contribution to democratic recognition of everything that is best in the theater.

The Billboard wishes to take this opportunity to thank the Sixth Annual Donaldson Awards Committee for its splendid co-operation and also Actors' Equity and Chorus Equity for their assistance in reaching the voters. Very particular thanks are likewise due to the stage managers of current Broadway shows and to John Effrat, who represented them on the committee, for their exceptional interest in getting out the vote of their respective casts.

ROUTES

Dramatic and Musical

Brigadoon (Curran) San Francisco.
Harvey (International Cinema) Vancouver, B. C., Can.
Inside U. S. A. (Shubert) Chicago.
Kiss Me Kate (Philharmonic Auditorium) Los Angeles.
Mr. Roberts (Erlanger) Chicago.
Street Car Named Desire (Biltmore) Los Angeles.

Rep Ripples

ARTHUR L. DOWNEY has been showing 16mm. pix in the Olean, N. Y., area for the past three months. . . . **George B. Croft** informs from Everett, Wash., that he has closed his hall and school trick and is mulling a circuit of towns in that area for show-dance idea. He had only fair biz with his winter unit. . . . **L. L. (Len) Pierce**, who has a platform show in the East Liverpool, O., sector, reports fair returns. . . . **Graco Players** are in their third week in Pennsylvania resort towns and report okay biz. . . . **Jay G. Merrill**, St. Louis, writes that he is sold on the platform idea and will work in that manner until school opens. He has a solo show in schools in the winter. Merrill will have four people in his proposed platform trick. . . . **Cass Family Players** are spending the summer vacationing in Northern New York. . . . **Harry Gates (Gates Family Show)** advises from Evansville, Wis., that he has left the remainder of the family to go on his own and for the next few months will have a platform show opening soon near Eveleth, Minn. . . . **Bert Haven** is readying a one-man show to break in at Maine towns. He is in Boston now and, after the break-in, will try a coast-to-coast tour under auspices.

Kinsey Players Story Material For "Collier's"

VAN WERT, O., July 9.—Madge Kinsey Players' seventh week out was highlighted by the appearance of *Collier's* photographers, Joe Munroe and Pete Maronn, who took numerous shots of the show for a forthcoming article on the org in that magazine. Harry Graf had everything in tip-top shape for the lensmen.

Madge and Harry Graf entertained local Fire Chief Phil and Mrs. Conn, who in turn held a midnight luncheon for members of the show at their home. Teck Murdock entertained his parents, Betty and Jack, on his birthday with a 5 a.m. serenade.

Dorie Fields is handling the ingenue roles, and Dan and Denise Delmar had a banner fishing week in Celina, O., pulling out a dozen or more of the finny tribe. Toby had a rough time when a front tooth dropped out and he had to visit a dentist. Until he gets a replacement there will be no need to black out the bicuspid for his red-haired roles. Esther again is with us, rounding out her 35th year of selling tickets on the Kinsey Show.

George Mulley is working on props for a spook show. June Sandlin has been turning out good mechanical work on the trucks as well as on Pep and Jean Grave's car, which needed a new motor. Katherine Kinsey continues busy writing arrangements for the specialties with one hand and knitting socks with the other.

Kennedy & Hanifen Succumb in Halifax

ST. JOHN, N. B., July 9.—Two Halifax, N. S., men who were members of dramatic stock and rep troupes in the United States and Canada for many years, died within a short time of each other recently. They were Pat Hanifen and Joe Kennedy. Hanifen had gone into management of film theaters in Halifax, while Kennedy entered the contracting business there.

Kennedy spent five seasons with the Sidney Toler Players, Halifax, and later toured New England with the Luttinger Players and other rep groups.

Fact, Not Fiction, Kinsey Theme; Brunk Gets Orchids

VAN WERT, O., July 9.—Madge Kinsey Graf, owner-operator of the Madge Kinsey Players, in conjunction with husband, Harry Graf, this week sounded off in jovial vein in the form of an open letter in reply to Henry L. Brunk's open letter which appeared in these columns in a recent issue.

"We would like Henry to know that his request for news from all rep shows is a wonderful idea," said Madge, "and we will be happy to co-operate. However, I do have a few proverbial bones to pick with you, Henry, and trust that it will draw chuckles rather than frowns, as the following is merely set down as factual information and not intended to be sarcasm.

"In a story in the March 27, 1948, issue of *The Billboard* you included a gigantic list of shows playing the various circuits in the year 1929. Ah, but it was an impressive parade, but shame, Mr. Brunk, the Kinsey show was not to be found. Oh, the horror of it all! A list of rep shows but not one tiny mention of the oldest rep show in the country.

"We cried in our brew, for our tradition goes back to 1888, and, excluding two of the war years, our Kinsey banner has flown proudly at the mast, first with the original Kinsey Komedy Kompany and since 1935 its offspring, my own Madge Kinsey Players. However, let bygones be bygones altho we would welcome a data battle with any show claiming longer existence. That is, shows which are still operating. The Ginnivans would have been the oldest show on the road if that organization had not closed in 1942. It hasn't returned to the road.

"One reason we haven't sent in any news is that we became slightly miffed at some of the fibs that some rep show managers sent in like 'we strawed 'em tonight.' If business is good let's say it's good. If it's bad let's report it as being bad and let it go at that. Fie on the managers who insist on gilding the goose. We know better. So, Mr. Brunk, a show-stopping round of applause to you for your suggestion and we trust that all rep shows will send in their news as long as it's fact, not fiction."

Pa. Bureau Surveys Drive-In Set-Up; 2 More in Inaugural

PHILADELPHIA, July 9.—Pennsylvania's Bureau of Inspection of the Department of Labor and Industry disclosed this week that it has inspected about 100 drive-in theaters now in operation thruout the State. The bureau said the first outdoor theaters were constructed in Western Pennsylvania about two years ago, but since that time have spread all over the commonwealth. The bureau is charged with inspection of screens and projection equipment at the theaters and its report was the first indication as to the number of outdoor theaters in operation in the State.

At the same time the State launched a survey to determine if Pennsylvania's fast-growing crop of drive-in theaters are giving rise to possible highway hazards. The study was requested by Col. C. M. Wilhelm, State police commissioner, and the State Highway Department. At the same time, Hayden Evans, traffic engineer for the highways department, asserted that the survey will enable that department to take corrective traffic measures, if needed, at the various theater sites. Evans said that his department already has received complaints of traffic difficulties in two theater areas.

The week saw two new drive-ins added to the growing list in Eastern Pennsylvania and the first open-airers in Harrisburg. First to open was the Keystone Drive-In, a 750-car location. Opening was a special preview for invalids, persons in charitable institutions and other local figures. Guests at the Harrisburg Children's Home and wards of the Salvation Army joined youthful members of the Boys' Club for the premiere at the invitation of co-managers Max and Sam Chapman. The drive-in admits children under 12 years old free and has provided a free bottle-warming service for parents with infants.

Opening the same week, and playing two shows nightly, was the 800-car Silver Springs Drive-In, managed by R. J. Jones. At nearby Wilmington, Del., Brandywine Drive-In was the name chosen for the new open-airer now under construction. In the South Jersey territory, another open-airer was added to the area's list with the grand opening of the Delsea Drive-In, operated by the local Sablosky-Smith interests.

In Lawrence Township, outside Trenton, N. J., authorities adopted an ordinance governing drive-ins and other places. New ruling provides for censorship, with power to ban objectionable or lewd pictures. License fees are set at $500 a year for drive-ins. Two open-airers are under construction in the township.

3d Drive-In for Roanoke

ROANOKE, Va., July 9.—Roanoke's third Drive-In Theater, North 11, opened formally June 24. New spot is located about a mile north of the Williamson Road city limits. Dewey Marshal, formerly with the Roanoke Theater, is manager. Jack Pence is secretary of the corporation headed by Max Holland. R. C. Saunders is vice-president and Lewis Saunders, treasurer.

Lord Leases Conn. House

NORWICH, Conn., July 9.—Edward Lord, local theater owner, who has announced plans for construction of an outdoor motion picture theater at Plainfield, Conn., has leased the 425-seat Strand Theater, summer film house at Sound View, Conn., from the O'Connor interests.

Mullins Gets All-Negro Spot

MULLINS, S. C., July 9.—A drive-in theater has been opened on the old Marion-Mullins highway for Negro patrons exclusively. It features inclined ramps, in-car speakers and a grandstand. Heretofore, Negroes were not permitted to view the local drive-in's attractions.

Lennon Files Application

SOUTHINGTON, Conn., July 9.—James H. Lennon, Wethersfield, Conn., has filed an application to construct and operate an outdoor motion picture here. State Police Commissioner Edward J. Hickey is slated to hold a hearing on Lennon's application some time this month. Project calls for a 755-car capacity.

Wood's Scrap Book Brings Rep Memoir

CINCINNATI, July 9.—Fred H. Wood, in a letter to *The Billboard* this week, says that Harry Bell's recent report on the doings of the Marks brothers shows in Canada sent him thumbing thru his musty old scrap book and brought back memories of his trouping days of long ago. Wood revealed that he was with the Ernie Marks Stock Company in 1920, which boasted a cast of William H. Desmond, Henry Levi, Ed Stauffer, Adelaide Secord, Camilie Sarrazin, Will Phillips and Florence Wagar.

"Who remembers," Wood queries, "Stub Jones and Vic Crane? I was with Vic when he first put out his Weary Willie Walker show in St. Louis. The Pelham Stock Company is another org I spent many happy hours with. In the cast were the late Leon Finch, George Randolph, Marie Lumley, Hugo Imig, Barry Donnelly, the late Roscoe Slater and Harry S. Gay. Kitty Pelham, in the title role of Tess and Rebecca, pleased the show-hungry folk of long ago.

"Pritchard's Players also were among the top attractions of their era. Virg Pritchard and Una Carpenter are names to remember from the long ago. I'm teaching music here in Adrian, Mich., and once in a while revive the old rep show for the Fraternal Order of Eagles."

Redmond, Moore Pilot Stockbridge Location

HARTFORD, Conn., July 9.—Stanley Redmond, formerly manager of the Allyn Theater here and more recently manager of the Strand Theater, Stockbridge, Mass., has been named manager of the newly completed Lockwood & Gordon Theater Circuit's drive-in at Lewiston, Me.

William Moore, formerly assistant manager at the local Regal Theater, has been appointed assistant to Redmond.

Drive-in opens formally July 10.

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THE FINAL CURTAIN

BARFIELD — Dr. C. E., former owner of Barfield's Cosmopolitan Shows, July 4 in Key West, Fla. Services July 7 in Key West.

BEITER—Raymond, 59, stage manager and electrician at the Academy Theater, Meadville, Pa., since 1914, recently in Spencer Hospital, that city, of a heart attack. Survived by his mother, Mrs. Mary Beiter, Meadville, and two brothers, Wallace and Gaylord.

BELL — Galt, 49, who first produced *The Drunkard* in Los Angeles, July 6 at his Whittier, Calif., home of a heart attack. He gave up his post as producer-manager of the show three years ago and, at the time of his death, was engaged in little theater work. He appeared on Broadway with Richard Bennett and Jane Cowl, and later was in stock in Allentown, Pa., for a number of years. Survived by his mother, Mrs. Richard G. Bell, and a sister, Mary, both of Carmel, Calif.

BROWN—Mrs. Flora E., mother of Glen Wyble, owner of the Hiawatha Shows, July 4 in Stuart, Fla.

BRYANT—Mrs. Violet, 80, former actress and widow of Samuel Bryant, who operated Bryant's Showboat for many years, July 4 in Holzer Hospital, Gallipolis, O., of a heart ailment. Born in Bristol, Eng., where she sang in Aborn's Grand Opera as a girl, she came to this country in 1884 with her husband. After a westward trek in a one-horse wagon, selling patent medicines and soap, they joined Price's Water Queen showboat in Augusta, Ky., in 1900. The Bryants' progress in showboat activity was climaxed in 1917 when they launched their first big, modern Bryant's Showboat, which brought them countrywide fame. She and her husband, who died June 30, 1948; daughter, Florence, and son, Capt. Billy Bryant, also toured in vaude for a number of years as the Four Bryants. Survived by her daughter and son, the latter a well-known performer and former showboat operator, who is appearing thruout the East with his wife, Josephine, actress-musician. Burial in Point Pleasant, W. Va., July 6.

COLLMER—Elly, 71, retired actress, July 5 at sea off the coast of Gibralter. For a time she was a member of the Maude Adams Company in New York and on tour. Returning to this country after two years in Italy, she died aboard the Mohamid Ali El Kebir and was buried at sea. Her daughter survives.

CROUCH—Rosa, 76, former member of the vaude dance team of Crouch and Welch, July 2 in New York. She was the daughter of Nicholas Crouch, author of Irish songs and orchestra leader at the Drury Lane Theater, London. In recent years she was the secretary of the National Vaudeville Artists organization.

HATHAWAY—Mrs. Jane Domingus, retired actress, July 2 in New York. At one time she was employed by the New York Public Library as a specialist in theatrical history.

HOLDEN—Max (William Holden Maxwell), 64, former vaude magician and juggler, July 3 in Oceanside, N. Y. His magic shops in New York, Boston and Philadelphia were headquarters for both professional and amateur magicians. His theatrical career, which began in 1901, covered the Mass and Stoll Circuit in England, the Keith-Albee, the Marcus Loew and Orpheum circuits in the U. S. In 1914 he invented a colored smoke picture trick called shadowgraphs and toured with the trick thru Europe, Africa, Australia, the Far East and the U. S. Holden opened his first magic shop in New York in 1929 and he was a member of many magicians' organizations. His widow, who once toured with him in vaude in the team of Holden and Graham, a son and a brother survive. Burial in Woodlawn Cemetery, New York.

JOHNSON — William G. (Bunk), 69, noted Negro trumpet player, July 7 at his home in New Iberia, La. Johnson, who originated the New Orleans style of jazz trumpet playing, had made a comeback in his field, and in 1947 he was featured in Town Hall, New York, for the second time. Survivors include his widow and several children. (Further details in the Music Department.)

MAIN—Mrs. Louise K., wife of the former circus owner, Walter L. Main, July 3 at her home in Geneva, O. Besides her husband she leaves a sister, Elizabeth Schneider, Pittsburgh. Burial in Union Dale Cemetery, Pittsburgh, July 6.

MANNERS — Dorothy Kent, 76, former vaude and theater star, July 5 in Kennebunkport, Me. She appeared on the stage with such actors as George Arliss and George M. Cohan, and in vaude with her estranged husband, Jim Kelly. For the past 18 years she was the associate manager of the Kennebunkport Playhouse, a strawhatter.

MARKO—The magician, 34, a son of Herb Brand, known in magic circles as the Great Marko, June 15 in Napa, Calif. As a youth he traveled with his father's show, later graduating from the University of Vermont with a medical degree. He also appeared in summer stock for several seasons. At the time of death he was employed at the Mare Island naval shipyard as an electronics engineer. Survived by his widow, Grace, and his mother, Mrs. Clara W. Brand.

MILLER—Abraham, 53, father of Robert Merrill, Metopera baritone, July 4 in Jamaica, N. Y. His widow and another son survive.

MURRAY—James D., 68, former radio and opera singer, July 3 in Springdale, Conn. Burial in St. John's Cemetery, Springdale.

PARMELLEE—Fred L., 75, trombonist in the Canton (O.) Symphony Orchestra for 13 years until his retirement a year ago, July 6 in that city of self-inflicted gunshot wounds. He had also played with various dance bands in Canton.

PAYNE—Harold F., 55, color film technician, July 5 at his Los Angeles home of a heart attack. Survived by his widow, daughter and a sister.

PHILLIPS—Don, 54, pianist widely known in rep, tent and med show circles, June 28 from injuries sustained in an auto crash near Archbald, Pa. He was with Dr. Harold L. Woods' Show. Body was shipped to Chattanooga for burial.

STEPHENS—Charlie, trouper for 35 years and at the time of death associated with the Home State Shows, recently in Veterans' Hospital, Fargo, N. D. Survived by his widow, Inez; father, J. P. Stephens, and a brother, Harry, of St. Joseph, Mo. Burial in Des Moines. (See Carnival Department for further details.)

In Loving Memory

of My Father

EARL TAYLOR

July 29, 1944

FRANK TAYLOR

TEMPLE — Eddie, 42, strongman aerialist billed as Eddie Polo, July 8 at Riverside Park, Agawam, Mass., when faulty rigging caused him to fall. Survived by his widow, Sheila Surpass, dancer; two sisters and three brothers. (Details in General Outdoor Department.)

VAN VLIET — Mrs. Emma, 61, mother of Justin Van Vliet, owner of B & V Shows, June 30 in Kingston, N. Y. She also leaves another son, Harry Jr. Burial in Port Ewen, N. Y.

VERDI—Frank G., 48, drummer with Rogers Bros.' Circus, July 4 in Canton, Ill., from a heart ailment. Burial in Decatur, Ga.

VERKERK — Hendrikus, aerialist, June 21 in Stockholm, Sweden, when he fell during his slide-for-life descent.

VIGNALE—Edward J., 67, former financial secretary of the stagehands' union, Local No. 5, Cincinnati, July 7 at his home in that city. Years ago he was a stagehand in Cincinnati theaters and had been a union official for 25 years. Survived by his widow, Julia, and a son, Edward Jr. Burial in new St. Joseph's Cemetery, Cincinnati, July 11.

WATSON—John W. (Buck), Tampa, brother of David M. Watson, with Rogers Greater Shows, recently in Smithfield, N. C., of injuries sustained in an auto accident. He also leaves his wife, Janie; daughter, Sandra; son, Michael; mother, Mrs. Eudora Watson, and three other brothers.

WEILL — Hermann Wilhelm, 73, former Metopera baritone, drowned July 6 in Blue Mountain Lake, N. Y., when he fell from a motorboat. His widow and sister survive.

WEINERT—Al, 53, singer and radio announcer known as Al Warner, July 2 in Los Angeles. He announced on KFI, KGFJ, KFAC, and recently was the chief announcer for KLAC-TV.

WELLS—Marie, one-time *Ziegfeld Follies* girl and screen actress, July 3 at her home in Los Angeles from an overdose of sleeping tablets. She appeared in both the stage and movie versions of *The Desert Song*.

WHALEN—Rev. Will Wilfrid, 68, priest, author, actor and playwright, burned to death July 3 in New York. Among his writings were the plays *War Wife* and *Ex-Nun*.

WILLIAMS—Karl H., 75, president of the Hyde Park Amusement Company, operator of theaters in the Cincinnati area, and head of the White Villa Grocers, Inc., July 4 in Christ Hospital, Cincinnati, of a heart attack. Survived by his widow, Bertye; a daughter, Mrs. W. Massey Foley, and two sisters, Mrs. Sumner Benedict, Gallipolis, O., and Mrs. J. G. Richards, Bethel, O. Burial in Bethel July 7.

In Memory of My Husband

Harry (Happy) Winters

Who passed away one year ago
July 14, 1948
Sadly missed by wife and sons

RUTH, ELMER & RICHARD WINTERS

YOUNG—Glenn W., 58, for many years a concessionaire with the Foley & Burk Shows, July 1 in Long Beach, Calif. Survived by his widow, Alta; brother, Basal (Hap) Young; a sister and his mother. Burial in Long Beach July 5.

Marriages

BARBORKA-NILES—Clifford Barborka and Melva Niles, singer-actress, June 24 in San Francisco.

BOYER-DARNELL—Chick Boyer, talker on Mrs. Grundy's Posing Show on the Hennies Bros.' Shows, and Denise Darnell, member of the cast of the Out of This World Show on the same organization, July 2 in Milwaukee.

CRESSEY - BUTLER — Warren F. Cressey and Ruth E. Butler, musician, in Stamford, Conn., July 2.

HUNTER-FRANCIS—James Logan Hunter, broadcast manager at WMAL, and Vivian Irene Francis June 30 in Washington.

MORENO-GOTTLIEB — Nessie Z. Moreno and "Tommie" Gottlieb, public relations director for the American Society of Cinematographers, and former wife of Alex Gottlieb, film producer, July 5 in Beverly Hills, Calif.

NEIBERG-COLLINS—Joseph Neiberg and Barbara Collins, daughter of Marty Collins, of the Collins and Peterson comedy team, June 26 in Philadelphia.

NORVAS-ARLEN—Bill Norvas and Dee Arlen, both members of the Upstarts, a song and dance group, June 26 in New Orleans.

ROSENBERG-LANG—Aaron Rosenberg, film director, and Vicki Lang, actress, July 4 in Las Vegas, Nev.

SEDLEY - HAFLIN — Bob Sedley, Philadelphia orchestra leader, and Martha Haflin, June 26 in Philadelphia.

WILDER-YOUNG — Billy Wilder, film director, and Audrey Young, singer, June 30 in Linden, Nev.

WILLIAMS-McDANIEL—Larry C. Williams, Negro interior decorator, and Hattie McDaniel, Negro actress, June 11 in Yuma, Ariz. She won an Academy Award in 1939 as the best supporting actress thru her role in the film, *Gone With the Wind*.

ZOPPE - WALLENDA — Alberto Zoppe and Jenny Wallenda, both with the Ringling Circus, June 3 in Buffalo.

Births

A daughter to Mr. and Mrs. Tony Leader July 1 in Hollywood. Father is a radio director.

A son to Mr. and Mrs. William Sheehan June 30 in New York. Mother is legit actress Renee Durand; father is with 20th-Fox.

A daughter to Mr. and Mrs. Sammy Cann at Cedars of Lebanon Hospital, Los Angeles, July 5. Father is a songwriter.

A son to Mr. and Mrs. Rodney Philips June 29 in London. Father is a publisher; mother is a former ballet dancer in France, Marika de Rivera.

A daughter to Mr. and Mrs. Robert Lerner at Cedars of Lebanon Hospital, Los Angeles, June 27. Mother is Jan Clayton, musical comedy star.

A son to Mr. and Mrs. Ivan Ditmars June 21 in Hollywood. Father is staff organist for KNX-CBS.

A daughter to Mr. and Mrs. Alfred Woolley at Van Nuys, Calif., June 22. Father is manager of NBC Recording in Hollywood.

A daughter to Mr. and Mrs. Paul Barry June 25 in New York. Father is the professional manager of Morris Music, New York.

A son, David, to Mr. and Mrs. Sidney Piermont June 23 in New York. Father is a talent booker for the Loew circuit.

A daughter to Mr. and Mrs. Bob Purvis July 6 in St. Petersburg, Fla. Father has the War Show on Hennies Bros.' Shows.

TOPPERS PICKED

(Continued from page 46)

workers' choice for top honors as the best performance by an actor in a song-and-dancer. Producer Lemuel Ayers' sets and costume designs for the same show bring him a double award. As mentioned above, Bolger's stepping in *Where's Charley?* once more tabs him as the Stem's best dancer. On the distaff terping side, Viola Essen takes top slot as the season's danseuse for her work in *Along Fifth Avenue*. Newcomer Yvonne Adair of *Lend an Ear* harvests the year's best fem debut honors and Gower Champion's dance patterns for *Ear* are tops in dance direction in the opinion of the voters.

On hand to receive their keys and scrolls on Tuesday's broadcast will be Lee J. Cobb, Mildred Dunnock and Arthur Kennedy, who will contribute scenes from *Salesman*, assisted by Cameron Mitchell and Alan Hewitt. Oscar Hammerstein and Richard Rodgers will head their delegation of winners from *Pacific* (Joshua Logan is currently in Europe). Mary Martin, Ezio Pinza, Juanita Hall and Myron McCormick of *Pacific* will air cross-country samples of the wares which made them the top choices of their fellow-workers in the theater. Alfred Drake will be heard in one of his hit numbers from *Kate* and Yvonne Adair will add another from *Ear*. Such winners as Martita Hunt, Charles Boyer and Lemuel Ayers have already wired regretting their inability to be present and they, as well as other winners similarly affected, will receive their awards in absentia.

The program is produced and directed by Martin Andrews and written by William Rafael, under the supervision of John Turner, ABC manager of script. The orchestra will be batoned by Bernard Green.

Communications to 188 W. Randolph St., Chicago 1, Ill.

PARK HOLIDAY BIZ HOT-COLD

Most Midwest Spots Report Lower Take

Beaches Get Big Play

CHICAGO, July 9.—Amusement parks in the Midwest, as a rule, reported gross figures for the July 4 holiday week-end down from last year, but in a few cases an increase was noted. Plenty of funspots reported big crowds but light spending. Because of the extremely hot weather, pools and beaches received a big play. play.

In the South the picture was brighter, with such spots as Pontchartrain Beach, New Orleans; State Fair Park, Dallas, and Fair Park, Memphis, turning in good reports. T. A. Fuzzell, Fair Park, Little Rock, Ark., had weather troubles. "Only for rain Sunday and Monday our business would have been much better than last year," he said.

Florida, California Okay

At Jacksonville Beach, Fla., H. M. Shelley said his spot registered the largest three-day crowd in history, thanks to ideal weather. And at Long Beach, Calif., L. P. (Pat) Murphy announced a 15 per cent increase over a year ago.

Riverside Park, Indianapolis, despite terrific heat, reported thru H. E. Parker, general manager, that the holiday was one of the best in years and attendance was the largest since before the war.

George A. Schmidt, president-general manager of Riverview Park, Chi-

(See MOST MIDWEST, page 60)

250G Blaze Fails To Hurt Revere Biz

Fun Area Undamaged

REVERE, Mass., July 9.—Funspots here chalked up a red one right in the midst of a $250,000 fire on Fourth of July afternoon, with a record crowd of 200,000 in near-panic. The fire swept thru an entire block of the Revere Beach front, destroying six hotel-cafes, six beach cottages and 20 automobiles, and was only stopped from sweeping the beach and the amusement area by a timely shift in the wind and a thunderstorm.

Even at the height of the fire not a single ride, stand or concession stopped grinding. The fire was confined to the Oak Island section, just a few blocks beyond the amusement area. It started in the rear of William's Hotel and burned out that inn, the Seaview Hotel, Ocean Gables, Lucky Star, Johnson's Hotel and the Riverside, as well as six small cottages in the rear.

Funspot operators said they had never experienced a more pleasure-bent throng and estimated that for the week-end some 800,000 persons had turned out.

Heat, Rain Cut Chi RR Fair Attendance on July 4 Week-End

CHICAGO, July 9.—Hot humid weather, with some rain, cut attendance for the July 4 week-end at the Chicago Railroad Fair. A downpour Tuesday (5) cut main gate figure to 9 543.

Attendance for the week ending Wednesday (6) was 132,286, with Sunday (3) best, 30,830 paying the 25 cent general admission. The four-a-day pageant, *Wheels A-Rollin'*, drew 60,422 for the same week, with Sunday's 12,864 figure the best one day count. Total attendance for the first 12 days of the 100-day fair was 230,222.

Water Show attendance is running below expectations, but is increasing daily. With a lot of flash on the front and a strong pitch from other shows, producer Roby Parks looks for grosses to continue up.

The Fleckles and Voorhees Ice Show continues to do six shows a day on unprotected ice with no technical troubles. Temperatures went as high as 103 without slowing the revue.

Three kiddie rides, operated by Earl E. Ingals, Coldwater, Mich., are not doing well with a 9-cent price. Fair officials introduced a special kiddie day price of 5 cents Thursdays in an effort to hypo business, despite Ingals's protest. The Children's Theater, a Sacco-Dietrich venture, reported a big boost in business since cutting the price to 25 cents from a previous 40.

Jack Skelly's Little Chief Fire Engine is doing well, with Sunday, when 826 moppets took the ride, the best. A 14-cent kiddie day price once a week has been inaugurated for the Pony Ride, which fell off last week after a strong start.

Arcade Gets Money

In Gold Gulch, mining town replica, Al Tigerman's Penny Arcade is still getting the best money, altho July 4 biz was below par. Lead gallery is getting its share, but Funhouse is bucking a high price of 40 cents and is not thriving. Old Opry House, Gulch theater, is doing poorly and may not survive. Opening time was changed to 4 p.m.

Clif Wilson's *Death Valley*, live reptile walk-thru, with a 14-cent admission, is going strong. Wilson's show did not start operating until Saturday (2). Inside lecturer is J. Duffy, formerly on the World of Mirth and Endy Bros.' shows.

Law-Outlaw, operated by John Courtney and Bob Seery, is a winner and getting better. A 9-cent children's price was begun Thursday (7) and proved good. Old-time newspapers, with headlines about the exhibits, have been tacked up on the front, and Courtney said he plans to add colored paper. A boot hill cemetery was placed in back of the show, and it is hypoing the Law-Outlaw Show.

Outdoor Acts Entitled to Injury Pay

N. Y. Appellate Decision

(Continued from page 4)

tor and he assumed all the risk. Court ruled that the independent contractor label didn't hold because Stacy's hours, shows and routines were set for him by the operators of the circus. Therefore, the ops were employers and Stacey was an employee and entitled to injury compensation.

Under this interpretation of the independent contractor provision, which now becomes the law of the State, practically all circus and outdoor performers, in fact almost any performer, can no longer be hired as an "independent contract," in the opinion of lawyers consulted. There is a possibility that this decision will be carried to the Court of Appeals. Lawyers, however, point out that the appellate division ruling was unanimous and doubt that it could be carried to a higher court.

Polo Dies From Fall At Peak of Wire Act

AGAWAM, Mass., July 9.—Eddie Temple, 42, veteran strongman-aerialist billed as Eddie Polo, was killed while performing in Riverside Park here last night (8).

He is survived by his widow, Sheila Surpass, a dancer, currently appearing in a Boston nitery, two sisters and three brothers. His home was in Nashua, N. H.

Temple was killed at the climax of his act, a slide for life while suspended by his hair. The accident resulted when the sliding mechanism to which his hair was attached "froze" to the slide wire, breaking his contact. He fell 40 feet to the ground.

He died in a Springfield, Mass., hospital an hour later without regaining consciousness. Several thousand spectators witnessed the fall.

Temple, a performer for about 20 years, was in his third week at Riverside, having been held over for the last two.

Fair, Park Banquet Argument Settled

CHICAGO, July 9.—The long controversy regarding banquet dates for the International Association of Fairs and Exhibitions (IAFE) and the National Association of Amusement Parks, Pools and Beaches (NAAPPB), has been settled, Paul H. Huedepohl, executive secretary of the NAAPPB, reported Thursday (7).

The fairmen, who in the past held a buffet supper in Hotel Sherman, planned a banquet this year and sought to hold it the same night as the NAAPPB.

In a letter to Huedepohl this week, Frank H. Kingman, IAEF secretary, stated:

"We have decided to continue our reception supper Monday evening as we have in the past."

"That means," Huedepohl said, "the fairmen will hold their supper Monday night, November 28, and we will have our banquet the following night."

Weather Aids East Beaches To New Marks

Coney, Rockaway Lead

NEW YORK, July 9.—All-time attendance records went by the board in many beach resorts, and near-capacity crowds were general in all other sea-shore, lake and mountain summer resorts along the entire Atlantic coastal area, from lower New Jersey to the Canadian border, during the three-day Fourth of July week-end holiday. The mercury hovered close to the 100-degree mark over the week-end, and humidity was also high, which resulted in mass movements from all the sweltering cities in the area to whatever resorts means of transportation made accessible. Those unable to get away from the cities, flocked to local amusement parks and swim pools.

As usual, Coney Island and Rockaway Beach drew the biggest crowds. Attendances reported for beach resorts in the New York City area Saturday (2) were Coney Island, 850,000; Rockaway Beach, 425,000; Long Beach, 110,000; Jones Beach, 95,000; Atlantic Beach, 60,000; Jacob Riis Park, 50,000, and Orchard Beach, 30,000. Atlantic City reported a turn-out of 250,000, with 10,000 on the beach and an overflow of 30,000 at the adjoining beaches of Ventnor, Margate and Lockport.

Peak attendance of the three-day holiday week-end was registered Sunday (3), with Rockaway Beach heading the parade with a turnout of 1,500,000. Coney Island came up with 1,400,000, which topped last year's Fourth of July record by 50,000. Other attendances reported for the day were Long Beach, 150,000; Jones Beach, 25,000 (5,000 less than same day last year); Orchard Beach, 120,000; Jacob Riis Park, 100,000; Atlantic Beach, 70,000, and Bear Mountain Interstate Park, 60,000. Atlantic City reported 228,000 on the beach and double that figure on the Boardwalk and the amusement areas. Asbury Park, N. J., announced the

(See WEATHER AIDS on page 60)

Buffalo Sets Penn Premiere for Event At Lancaster, N. Y.

CINCINNATI, July 9.—Announcement was made this week by Howard Potter, of the Buffalo Shows, which has the exclusive contract for the midway at Lancaster (N. Y.) Centennial Celebration, July 18-23, that contracts have been signed with Lloyd D. Serfass to bring in his Penn Premier Shows for the celebration. Both shows will be enlarged for the date.

The centennial commission has secured the American Legion grounds in the heart of town for the event. During the week there will be five parades disbanding on the show lot. New cars will be awarded during the week. Lancaster being only 11 miles from Buffalo, the celebration is expected to draw heavily from that city. The two carnivals will operate day and night during the event.

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Close-Ups:

Aptitude Plus Biz Boom Aided Ross Manning to Early Success

By Jim McHugh

(This is another in a series of articles on little-known facts about people prominent in outdoor show business.)

RAPIDLY ABSORBED top-bracket tutelage, tenacity in the face of big obstacles and the boom times during and immediately after the last war spell the success story of Ross Manning in the carnival biz.

Ross got into show business accidentally after exiting from Wall Street in the same manner. The economic bust of 1929 left him with only poker as a diversion. At the end of a lengthy session he provided one of the unlucky players with a $20 loan, a bed in his apartment and breakfast. The beneficiary turned out to be a carnival guy operating an over-12 pan game with Mike Ziegler, who was then showing in White Plains, N. Y., and Ross, imbued with stories of the biz and in need of a place to light, joined him.



ROSS MANNING

At the end of two weeks Ross bought the concession for $75 only to learn when he sought a location at the next spot, Ossining, N. Y., that the joint actually belonged to Ziegler and that he was out six bits. He persisted, however, and so earned thru Billy Giroud an introduction to Oscar Buck, who Ross credits with a big share of his success.

Wall Street Start

Ross was born in New York City on May 2, 1905. Like most other Gotham youngsters, he never thought of leaving the big city for the hinterlands. In 1920 he went to work as a board boy on Wall Street. His firm ran advertisements and the resulting inquiries were so numerous that he was given some to follow thru on.

Because of his youthful appearance, Ross found it necessary to wear glasses and winged collars to instill confidence in prospective customers. It wasn't long before he had built up $30,000 worth of business, in return for which he was earning $35 a week. A rival firm lavished him into switching his business and in no time he was making $120 a week in commissions. But

(See APTITUDE PLUS on page 73)



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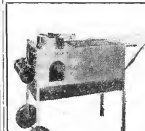


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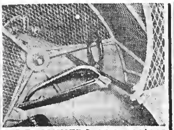
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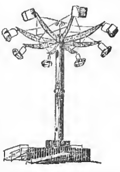
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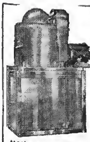
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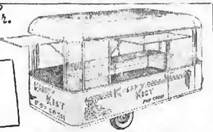
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in doz lots; lots of 6, $13 ea.; 3 or less, $15.00 ea. 8 QT. CAP. gearless hand poppers, $7.50 ea. POPCORN, Large S. A. HYBRID, $6 cwt.; QUEENS GOLDEN, $5 cwt., f.o.b. Ind. Less than 5, 25¢ extra per sack. Write
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Hybrid S. A. Corn, in 100# moisture-proof bags. Excellent popping. $6.70 bag, 5-bag lots.

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SHOOTING GALLERIES

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MAKE $100.00 A DAY

ON CANDY FLOSS

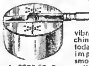


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MAKE BIG PROFITS!



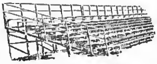


If you want big profits from your concession business, buy from Concession Supply Company . . . you'll get dependable equipment. Concession offers a complete line of floss machines, popcorn kettles, waffle molds and candy pullers, all designed for rugged wearability. Concession Supply offers the only direct drive vibrationless floss machine on the market today with all latest improvements for smoother operation at only $275.00. Popcorn Kettles, 8 qt., $13.00; 12 qt., $22.50; 35 qt. Super Kettle, $39.50. Also complete line of new and used Floss Machines. Write.

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World's Largest Floss Machine Manufacturers
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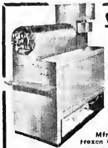
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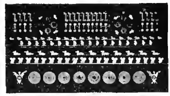
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DIRECT DRAW DAIRY FREEZER

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Mfrs. of Exe-Way Frozen Custard Machines

GENERAL EQUIPMENT SALES, Inc.
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Long and Short Range Shooting Galleries for immediate delivery. Model 62 Gallery Rifles, $42.50. Spatterproof 22 Cal. Ammunition, $57.80 a case. Write today for our illustrated catalog.

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REPOSSESSED TRAILERS

Combination Popcorn and Living Trailer. Thirty feet over-all, complete with equipment. Frozen Custard Trailer, glass enclosed, Tuthill Freezer and Storage Cabinet. Fifteen feet over-all. Both Trailers and equipment like new. No reasonable offer refused. For immediate sale.

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NEW IMPROVED CHAIRPLANES
24 Seats, Le Roi Engines, Portable Steel Tubing Fences for Rides.
RIDE HI MFG. CO.
Murphysboro, Illinois

Out in the Open

Goldy Restall, operating Joe Dobish's old Motordrome at Wildwood, N. J., will have his unit at Canadian National Exhibition, Toronto, and London (Ont.) Exhibition for Patty and Frank Conklin, midway contractors. Jimmie Podesta is among the riders. . . . President Vincent Feria and Manager Paul S. Haney have worked up an attractive brochure for soliciting outing biz at their Rocky Point Park, Warwick, R. I. Top feature is the spot's new shore dinner hall. . . . Henry Ringling North, Big Show veepee, was entertained at dinner by G. H. Barlow III during the Binghamton, N. Y., date.

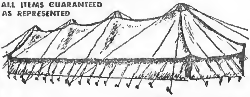
C. R. Frank, concession equipment and supply dealer, has moved to a new St. Louis location at 2020 Olive Street. . . . Fred Leonard, Wichita, Kan., was a judge at a recent horse show in Valley Center, Kan. He judged gaited and Arabian classes. . . . Boyde Cormany, former windjammer extraordinary, recently purchased the Basell Hotel in Grafton, N. D. . . . McCarthy Island, circus lot in Syracuse, N. Y., will be turned into a 200-unit veterans' apartment project soon, according to present plans of the Civic Housing Corporation, Syracuse.

Clinton Finney, Aurora, Ill., played host to dinner in the Plantation Room, Leland Hotel, Aurora, to **Sam Stratton**, business manager of Beatrice Lillie; **Gene Whitmore**, business manager of Men's Business Magazine, Dallas; **Nat Green**, manager of the Ringling Chicago office; **Dwight Pepple**, general agent of Polack Bros.' Circus; **Harry Atwell**, circus photographer, Chicago, the evening Cole Bros.' Circus played Aurora June 30. They attended night show. At nine the same morning, **Florence Galt**, on publicity staff of Cole, was honored by Finney, former general agent for various shows, by having breakfast at his home. Finney prepared the breakfast.

Gordon Kibbler reports he has resigned as booking agent for E. F. Kindlan's Circle K Ranch Rodeo

(See OUT IN THE OPEN, page 86)

ORDER FROM THIS AD — AND SAVE $$$
BRAND NEW Genuine Army ARENA TENTS
Take advantage of these rock-bottom prices TODAY! War surplus is disappearing FAST—this may be your last chance to buy big tops and other size tents at a fraction of cost to manufacture. ALL are NEW—never used. If you don't need them for now—put 'em away. You'll be money ahead next year!
ALL ITEMS GUARANTEED AS REPRESENTED



16x50 Ft. 12 Ft. Center $195.00
16x32 Ft. 12 Ft. Center $95.00

Perfect for shows and exhibits. Made of heavy regulation 12.29 oz. O.D. Army duck. 6 ft. sidewalls. Waterproof, flameproof and mildewproof. Complete with guy ropes. 16x50 ft., weight approx. 350 lbs.; 16x32 ft., weight approx. 240 lbs. Prices do not include poles.

PRICES FOR ARENA TENT POLES
16x50 ft. Tent requires four 12 ft. 3 in., and four 4 ft. 9 in. uprights. Price per set of 8 ....$12.95
Wt. approx. 105 lbs.
16x32 ft. Tent requires two 13 ft. 6 in. uprights. Price per set of 2 ....$7.95
Wt. approx. 45 lbs.

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Per set for 9x9 ft. .. $ 3.95
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POST COMMAND TENTS
12 Ft. Long x 8 Ft. Wide. 7 Ft. Center.
BRAND NEW



Great for offices, living quarters, exhibits. 8x10 ft. tent includes 2-ft. vestibule across rear, with 2-ft. sq. side entrance. Has two windows on each side with one set of screens and one set Acetate panes. Made of 12.29 oz. Army duck. 6 ft. sidewalls. Waterproof, flameproof, mildewproof. Complete with guy ropes. Poles not included. $34.95
Poles for Comm. Tent, set of 12 ....$9.75
LINEMAN'S CLIMBERS .... $3.95 PR.
Brand new. 17 in. Complete with straps and pads. Used climbers, good condition ....$2.49 pr.
All Prices F.O.B. St. Louis, Mo. Immediate Delivery. Send Check or Money Order. 25% Deposit Required with C.O.D. Orders.
WRITE FOR FREE WHOLESALE PRICE LIST ON ARMY SURPLUS!
MERCANTILE SALES CO. 1419 FRANKLIN ST. LOUIS 6, MO.

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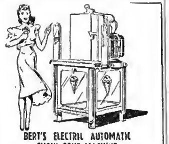
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ROLLS 2,000 EACH
Double Coupons Double Prices
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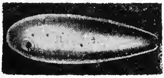
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Now is the time to order
TICKETS
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Double Coupons. Double Prices.

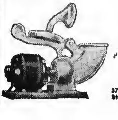
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Send Cash with Order. Stock Tickets, $20.00 per 100,000.
100,000 $27.00
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Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.
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HARRY SOMMERVILLE

GIVE TO THE RUNYON CANCER FUND

Talent Topics

Acts from Polack Bros.' Eastern Unit appearing Tuesday and Wednesday (19-20) in Soldier Field, Chicago, for the Shrine convention are **Hubert Castle**, high wire; **Dwight Moore**, dogs; **Miss Malakova**, high wire; **Ernie Wiswell**, funny Ford; **Aerial Carltons**, high act; **Adrianna and Charley**, trampoline; the **Sikorska Duo**, high act, and **Adolph Delbosq** with his horse, Serenado II.

Hap (Happy) Justi, clown, has recovered from illness that kept him sidelined for several months and is now working at Casino Arcade Park, Wildwood, N. J. . . . Willow Grove Park, Philadelphia, added a "Fiesta Night" for Wednesday evenings, bringing in **Jeanne Drew** and **George Rogers** to give free instructions in the rumba, samba and tango.

Revised list of band and vaudeville attractions for Steel Pier, Atlantic City, has been released. For the Marine Ballroom, band parade calls for **Larry Clinton**, now current, to be followed by **Tex Beneke** on July 17; **Sammy Kaye**, July 24 week; **Louis Prima**, July 31-August 6; **Vaughn Monroe**, August 7 week; **Gene Krupa**, August 14 week; **Art Mooney**, August 21 week; **Hal McIntyre**, August 28-September 1; **Sammy Kaye**, September 2-4; **Tony Pastor**, September 5 week, and **Larry Green** for closing September 12 week. For the Music Hall, stage headliners include **Lanny Ross**, July 17 week following **Henny Youngman's** current week; **Jerry Colonna**, July 24 week; **Three Suns**, July 31-August 6; **Joe Howard**, August 7 week; an attraction to be set for the August 14 week as a result of cancellation of the **Andrews Sisters**; **Myron Cohen**, August 21 week, and **Marion Hutton**, August 28-September 4.

Top Crowds Attend Lowell, Mass., Cele

LOWELL, Mass., July 9.—Hot, clear weather over the lengthy Fourth of July week-end brought out some of the biggest crowds in the history of Lowell's annual holiday celebration. Visitors came from a wide radius, and parking space was at a premium for blocks around the South Common where the cele was staged.

Promoter John F. Carney, who last year invested a bundle of dough to bring in at least a dozen top-bracket entertainers, this year reverted to the time-honored and successful formula of presenting amateur competition, plenty of fireworks, amusement rides and concessions. Giveaways, including a car, proved strong lures.

The concession line-up was somewhat expanded this year, with Carney again operating a big segment. Also in for big footage were Carl (Red) Barlow, independent, and Bernard (Bucky) Allen and Frank Bergen, of the World of Mirth Shows, who also trucked in several show units to give the cele its most complete midway.

3000 BINGO

No 1 Cards, heavy white, black back. 5½x7¼. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, $3.50; 50 cards, $4; 75 cards, $4.50; 100 cards, $5.50. All cards from 100 to 3000 @ $5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, $1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ $6 per 100. DOUBLE CARDS, No. 1 size, 5½x14½ .... 10¢ each

3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, $3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, $1.25. In lots of 1,000, $1 per 100. Calling markers, extra, 50¢.

Ping Pong Balls, printed 2 sides $30.00
Replacements, Numbered Balls. Ea. .. .55
3,000 Jack Pot Slips (strips of 7 numbers) Per 1,000 .... 1.25
M. W. Cards, 5x7, White, Green, Red, Yellow. Per 100 .... 2.00
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M 1.50
3,000 Featherweight Bingo Sheets, large size, 5½x3, 5 colors, loose, no pads. M 1.75
Adv. Display Posters, size 24x36 Each. .10
Cardboard Strip Markers. 10 M for .. .75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers Master Board; 3-piece layout for ... 15.00
Thin Transp. Plastic Markers, Bwn. ¼ M 1.00
Red or Green Plastic Markers, ¼, Square, Round or Scalloped, $2.50 M; ⅝ths size ....$2.00 M

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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Crystal Balls; Imported
On Hand in three sizes 2¼: 3 Inch; 3 9/16. 4 3/16. Write for prices
Single Sheets, 8½x14, Typewritten Per M $5.00
4-p Gold fish Pamphlet 8½x11 12 Signs Any Quantity Each ....1½¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12-P, 8x5 Contains all 12 Analyses Very well written $5.00 per 100 Sample 10¢
FORECAST AND ANALYSIS, 10-p Fancy Covers Ea. .... 5¢
Samples of each of the above 4 items for 25¢
No 1 45 Pages Assorted Color Covers 50¢

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams Bound in Heavy Gold Paper Covers Good Quality Paper Sample 20¢
HOW TO WIN AT ANY KIND OF SPECULATION 24 p. Well Bound 8½x11 . 25¢
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc .... 60¢
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Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit Our name or ads do not appear in any merchandise Samples postpaid prices Orders are P P Extra

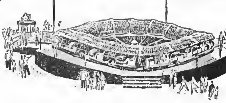
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World's largest manufacturers of amusement rides



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SNOW-MAN FLAVOR CONCENTRATES. Prepared by a university-trained chemist under strictest laboratory control especially for the snow cone trade. Free fruit acid......$1.75 Qt.
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Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side

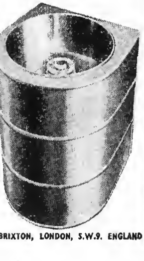


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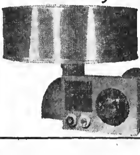
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PORTLAND, Ore., July 9.—Business at Jantzen Beach over the July 4 week-end was big, according to R. W. Owsley, manager. Top day of the three-day holiday week-end, Owsley said, was Monday (4) when attendance hit 21,500.

Last year spot was shuttered over the holiday period because of floods.

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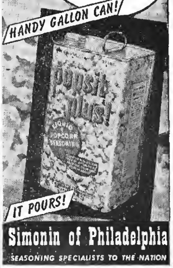
(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Heys, Kan.; Anthony 18-23.
Alleghany Expo.: Tyrone, Pa.; Milton 18-23.
American Beauty: Muscatine, Ia.; (Fair) Wapello 18-21.
American Eagle: Roseville, Ill.
American Expo.: Mingo Junction, O.
American Midway: Itasca, Tex.
American United: Idaho Falls, Idaho.
Badger State: Warren, Minn., 14-16.
Baker United: Beech Grove, Ind.
Barker, Gerald: Stockton, N. Y., 16-17; Busti, 21-23.
B. & C.: Saranac Lake, N. Y.
Bearr's: Clymer, Pa.
Becht, Lee: Greenhills, Cincinnati, O.
Bee's Old Reliable: Morehead, Ky.; (Fair) Lawrenceburg 18-23.
B. & H.: Denmark, S. C.
Big Four Am.: Melrose Park, Ill.
Big State: Crosbyton, Tex.
Blue Grass: Paducah, Ky.
Bogie & Reese: Liberal, Kan.; Pomona 18-23.
Bohn & Sons: Ogallala, Neb.
Boone Valley: Burt, Ia., 14-16; Ocheyedan 18-20.
Brewer's United: (900 Block W. 30th St.) Houston, Tex.
Buck, O. C.: Littleton, N. H.; Fort Edward, N. Y., 18-23.
Buffalo: Andover, N. Y.; Lancaster 18-23.
Bullock Am. Co.: Belle, W. Va.; Widen 18-23.
Burdick's Greater: Driftwood, Tex.
Burkhart Am.: Earlville, Ill.
Burkhart, No. 2: Williamsfield, Ill., 13-14.
Burke, Nerry: Breaux Bridge, La.
Bushey Am.: Pawtucket, R. I.
California. Pittsburg, Calif.
Capell Bros.: Muskogee, Okla.; Stillwell 18-23.
Capital City: London, Ky.
Carr, Lawrence: Newton, Mass.
Carr, Lawrence, No. 2: South Braintree, Mass.
Casey, E. J.: No. 1 (Fair) Carberry, Man., Can., 14-16; (Fair) Dauphin 18-20; (Fair) Russell 21-23.
Casey, E. J., No. 2: Moosomin, Sask., Can., 15-16; (Fair) Dauphin, Man., 18-20; (Fair) Kamsack, Sask., 22-23.
Catlett Greater: Mayview, Mo.
Cavalcade of Amusements: Milwaukee, Wis.; Gary, Ind., 18-23.
Central States: Columbus, Neb.; Linn, Kan., 20-23.
Cetlin & Wilson: Charleston, W. Va.
Chanos, Jimmie: Verona, O.
Cherokee Am. Co.: Axtell, Kan.; Burr Oak 18-20; Scandia 21-23.
Coleman Bros.: Pittsfield, Mass.
Coleman's State Side: Baroda, Mich.; Black Oak, Ind., 18-24.
Columbia: Greenville, Me.
Collins Bros. United: Geneva, Neb., 11-17; Scotia 21-23.
Collins, Wm. T.: (Fair) Fessenden, N. D., 11-15; (Fair) Langdon 18-20; (Fair) Hamilton 21-23.
Community Fairs: Rancho Park (Culver City) Calif., 13-17; Montebello 20-24.
Continental: Catskill, N. Y.
County Fair: South Sioux City, Neb.
Crafts Expo.: (Fair) Galt, Calif., 13-18.
Crescent: Rosetown, Sask., Can., 14-16; Medicine Hat, Alta., 18-23.
Crescent Am. Co.: Morrilton, Ark.
Crystal Expo.: Etowah, Tenn.
Cumberland Valley: Cookeville, Tenn.
Curl, W. S.: Aurora, Ind.
DeLuxe: Branford, Conn.; Wilson 18-23.
Del-Mar: Sudlersville, Pa.
Denton, Johnny J.: Jellico, Tenn.
Dick's Greater: Olean, N. Y.
Dobson's United: (Fair) Colfax, Wis.
Dodson's Imperial: Hancock, Mich.; Neenah, Wis., 18-23.
Douglas Greater: Lake City, Wash.
Down River Am. Co.: Rockwood, Mich.
Drago Am.: Galveston, Ind.
Drew, James H.: Maysville, Ky.
Dumont: Altoona, Pa.
Dupree & Keeler United: Questa, N. M., 12-17; San Luis, Colo., 21-27.
Eastern Am.: Mechanic Falls, Me.
Eddie's All-American: Natrona Height, Pa.; Bruin 18-23.
Endy Bros.: Niles, O.
Ferris, Carl D.: Ellicottville, N. Y.
Fidler's United: Shawano, Wis.; Eau Claire 18-23.
Fleming, Mad Cody: Lawrenceville, Ga.
Florida Am. Co.: Washington, Mo.
Francis, John: West Bend, Wis.
Franklin, Don: Vernon, Tex.; Cross Plains 20-23.
Frear's United: Norfolk, Neb.
Gately: Holley, N. Y.; Penn Yan 18-23.
Garden State: York, Pa.; Mine Hill, N. J., 18-23.
Garden State Ride Unit: Nazareth, Pa.
Gem City: North Chicago, Ill.
Georgia Am. Co.: Powder Springs, Ga.
Ginther, Homer: Dale, Ind.
Golden Rule: Collingdale, Pa.; Chester 18-23.
Golden Gate: Irvington, Ky.
Golden West: Columbia, Calif., 12-17; (Fair) Petaluma 19-24.
Gooding Am. Co., No. 1: Jackson, O.
Gooding Am. Co.: (State Road & Wetsel) Cleveland, O.
Gooding Greater: Franklin, Ind.
Greeland Greater: Pittsfield, Ill.
Gra-Loy: Coldwater, Mich.
Grand American: Waterloo, Ia.; Fort Dodge 18-23.
Granite State: Caribou, Me.
Great Sutton: Galesburg, Ill.
Greater Rainbow: Hebron, Neb., 12-14; Hallam 16-17; Waco 19-20; Prague 22-24.
Groves Greater: Plaquemine, La.; New Orleans 18-31.
Gulf Coast: Warrensburg, Mo.
Hagensick's Rides: Burnston, Neb., 13-16; Blue Springs 18-23.
Hale's: Clinton, Mo.
Hannum, Morris: (Fair) Conshohocken, Pa.
Happy Attra.: Ashland, O.; (Parsons Ave.) Columbus 19-23.
Happy Holiday, No. 1: Hastings, Mich.
Happy Holiday, No. 2: Struthers, O.
Happyland: Royal Oak, Mich.
Harry's Greater: Ripley, O.; Sabine 18-23.

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Heart of Texas: Ponca City, Okla.
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Hennies Bros.: Rocine, Wis.
Henson, J. L.: Auburn, Ill.; Mount Olive 18-23
Heth, L. J.: New Albany, Ind.
Home State: Grafton, N. D.; Grond Rapids, Minn., 18-23.
Hottle, Buff: Vandolia, Ill.; Pickneyville 18-23.
Howard Bros.: Fredericktowo, Pa.; (Fair) Wellston, O., 18-23.
Imperial: Carrollton, Ill.; Prineeville 18-23.
Inland: Pilot Orove, Mo.
International: Falls City, Neb.
Jack's Greater: Chambersburg, Pa.
J. & B.: Kensington, Md.
Johnny's United: Dunkirk, Ind.
Jones, Johnny J.. Expo.: Springfield, O.
Joyland Midway Attrs.: Kinde, Mich.; Van Dyke 21-24.
Keystone Attrs.: Pennbrook, Pa.; Newport 18-23
Kiddieland Am.: Lutesville, Mo.
Kirkwood, Joseph J.: Hammonton, N. J.
Klein Am. Co.: Graceville, Minu., 11-13; Waterlown, S. D., 15-17.
Lamb, L. B.: Hannibal, Mo.
Lane, Sammy: Iberia, Mo.; Waynesville 18-23
Lawrence Oreater: La Salle, Ill.
Lee United: Boyne City, Mich.
Magic Empire: Bellefontaine, O.
Manning, Ross: New Britoin, Cono.; Peeksville 18-23.
Marion Greoter: Columbia, S. C.
Marks, John H.: Ambridge, Pa.
Meeker: Bozeman, Mont., 19-24.
Merriam's Midway: Jewell, Ia., 11-13; Winona, Minn., 15-17.
Merryland: Elk Ropids, Mich.; Charlevoix 18-23.
Midway of Mirth: Rankin, Ill.
Midwest: (Rodeo) Elgin, Ore.
Midwestern Expo.: Lohrsville, Ia., 12; Colfax 13-16.
Mighty Oregory: Clsveland, Tenn.
Mighty Hoosier State: Greencastle, Ind.; Knox, 18-23.
Model: Keokuk, Ia.; Carthoge, Ill., 18-23.
Model Shows of Canada: Noranda, Que., Con.
Motor State: Feoton, Mich.; Paulding, O., 18-23.
Moore's Modern: Flora, Ill.; Martinsville 18-23
Mound City: Pawnee, Ill.
Mound City, No. 2: Wavarly, Ill.
Nelson, Oeo. W.: Marble Rock, Io.
Nessler's: Belleville, Ill.
Nolan, Lorry: Oakley, Kan.
Northern Expo.: Wolf Point, Mont., 14-16; Harlem 17-18; Shelby 20-24.
Ohio Valley: Waterloo, Ind.
Olson: Kenmore, N. D., 12-13; Roy 15-16.
Orange Stote: Mahaooy City, Pa.
Page Bros.: Tompklusville, Ky.; Livingston, Tenn., 18-23.
Palace: Leoti, Kan., 11-13; Tribuoe 14-16.
Palmetto Expo.: Pomaria, S. C.
Parada: Stocktoa, Mo.; Louisburg 18-23.
Paul's Am. Co.: Dardanelle, Ark.
Peck Am. Co.: Montezuma, Iod.; Arcadia 18-23.
Peck Am. Co. (Illinois unit): Midlothian Ill.; Wheatfield, Ind., 28-22.
Peerless Celebration Am.: Alexondria, Pa.; Williamsburg 18-23.
Penn Premier: Bolivar, N. Y.
Perry, Jack J.: Lemoyne, Pa.; Red Lion 17-23.
Pioneer: Howley, Pa.; Roscoe, N. Y., 18-23.
Playtime Am.: Wakefield, R. I.
Purvis: Lively, Va., 14-23.
Powelson Greater: Crooksville, O.; Reynoldsburg 18-23.
Raftery, Jas. M.: Williamstoa, N. C.; Jacksonville 18-23.
Raloes Am. Co.: Manefield, Ark.; Bixby, Okla., 18-23.

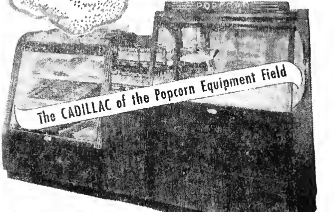
Raney United: Detroit Lakes, Minn., 14-17; Pershing Field, Minneapolis 19-20; Bryant Square, Minneapolis 21-22.
Reid, King: St. Johnsbury, Vt.
Reithoffer's: Kimhertoa, Pa., 18-30.
Robinson Oreater: Rock Valley, Ia., 12-13; Lewis 19-28.
Rockwell: Harper, Kan.
Rogers Bros.: Bemidji, Minn.
Rogers Greater: (Fair) Mt. Varnoo, Ill.; (Fair) Harrisburg 18-23.
Rose City: Tulia, Tex.; Royse City 21-24.
Rosen, H. B.: Marion, Va.
Royal American: (Fair) Colgary, Alta., Can.; (Fair) Edmonton 18-23.
Royal Crown: Miamisburg, O.
Royal Empire: Hamburg, Mich.
Royal Expo.: Hinton, W. Vo.
Royal United: Lehigh, Io., 13-14; Manning 15-16; Perry 17-18; Tamo 28-23.
Rumble Am.: Dele, Ind.
Schafer's Just for Fuo: Waco, Tex.
Shan Bros.: Mt Airy, N. C.; Lexingtoo 18-23.
Siebrand Bros.. Nampa, Idaho.
Silver Slipper: Berea, Ky.
Silver Star Attrs.: New Washington, O.
Smith Am. Co.: Purcell, Okla.
Smith, Oeorge Clyde: Seward, Pa.; Carrolltown 18-23.
Smith's Funland. Middleport, O.
Snapp Greater: Decorah, Ia.
Southern Valley: Jefferson City, Mo
Sparks, J. A.: Manchester, Ky.; Marion 18-23.
Srader, M. A.: Newton, Kan.
Standard: Buffalo, Wyo., 14-17; Wheotland 18-23.
Star Am. Co.: Reyno, Ark.; Cabot 18-23.
Starr, Joe: Macks Creek, Mo.
State Fair: El Dorado, Kan.
Steblar Greater: Franklin, W. Va.
Strates, James E.: Blughomton, N. Y.
Stumbo, Fred R.: Morshfield, Mo.; Everton 28-23.
Sunset Am. Co.: Brainerd, Minn., 13-17; Eost Grand Forks 18-23.
Tatham Bros.: Lexingtoo, Ill.
Taylor Bros. Attrs.: Bowling Oreen, Md.
Thomas Am. Ent.: Francesville, Ind.
Thomas Joylond. Ironton, O.
Thomas, W. A.: Ravenna, Neb., 11-13; Valley 15-16; Silver Creek 19-20; Elkhorn 22-23.
Tidwell, T. J.: Ulysses, Kon.
Tivoli Expo.: Tuscola, Ill.; Chrisman 18-23.
Turner Bros.: Dixon, Ill.
20th Century: Omaho, Neb.
United Expo.: Boone, Ia.
United Liberty: Chatsworth, Ill.
United States: Delbarton, W. Va.
Van Billiard, Donald: Kennett Square, Pa.; Roxboro, Philodelphia 18-23.
Vetsrans Expo.: College Park, Ga.
Veterans United: Manson, Ia., 14-17; Lakeview 18-20.
Virginia Oreater: Westminster, Md.; Bel Air 18-23.
Volunteer: Baxter, Tenn.
Wade, W. G.: No. 1: Manistes, Mich.; Midland 18-23.
Wade, W. G., No. 2: Lexingtoo, Mich., 14-17; Port Huron 18-24.
Wallace Bros.: Ottawa, Ill.; South Beloit 18-23.
Wallace Bros. of Canada: (Fair) Carman, Man., Can., 14-16; (Fair) Yorkton, Sask., 18-20; (Fair) Melfort 21-23.
Wallace & Murray: Galion, O.
W. E. Attrs.: Culleoka, Teno.; Chapel Hill 18-23.
West Coast: Eugene, Ore., 12-16.
White, Art: Sykesville, Pa.
Wilson Famous: Washington, Ill.; Wyoming 18-21.
Wilson Oreater: Tooele, Utah, 13-17.
Wolf Oreater: Willmar, Minn., 11-13; Sleepy Eye 15-17; Redwood Falls 18-24.

(See ROUTES on page 76)

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SAN DIEGO PLAYS TO 221,349

Weather Poor First 8 Days

Attendance 12% under '48—pari-mutuel betting hits 147G for 7 days, Mannen reports

By Sam Abbott

DEL MAR, Calif., July 9.—San Diego's County Fair, which closed its annual 11-day run here Monday (4) pulled an attendance of 221,349. Getting real weather only the last three days of its run, the fair lost about 12 per cent in attendance as compared with 1948 when the figure was 252,306. Introducing a new system of checking to get more paid admissions, the mark this year was 160,066 as against last year's 160,495.

With Paul T. Mannen, successor to Ernie O. Hulick, guiding the event as the secretary-manager for the first time, the fair did not offer a grandstand attraction but instead staged California's first fair harness racing event with pari-mutuel betting for seven afternoons and old-time auto racing for four matinee periods. Admissions for the horse events were 60 cents general and 25 cents for kids. Loges brought $1.20 as did box seats. Pari-mutuel handle was $147,306. Auto racing was priced at 30 cents for adults and 9 cents for kids on general admissions. The horses pulled 12,436 and the mechanicals 5,300 paid.

Passes Punched

Passes were issued with spots for punching each day's admission. This forestalled the wholesale passing out of ducats secured from sources within the gates. To get accurate count on the passes, sealed punches, which retain the clipped portion, were used. Admission to the fair was the same as 1948—60 cents for adults, 25 cents for children. Carl Hendrickson was in charge of tickets.

The Varied Industries tent was 310 by 100 feet with approximately half devoted to the first complete auto exhibit here in 10 years. The farm equipment display was moved toward the front gate on the site used by *Enchantedland*. Machinery valued at more than $500,000 was shown. Al Mulligan, exhibit manager, said display space this year was 31,000 square feet as compared with 12,000 in 1948.

The horse show was repeated with this attraction being offered at three matinees and six evening performances. At the conclusion, the circus moved into the horse show arena. Staged and emseed by John Billsbury, Hollywood booker, the show drew only 5,429 admissions. Starting with a tab of $1.80 for box seats, $1.50 reserves, and $1 and 50-cent generals, the price was cut to $1 top.

Acts included Loretta's Toy Dogs; Hollywood Dogs; clowns, Bernie Griggs, Loretta LaPearl, Lyle Tickinor, Dave Greeno, Dick Alcorn, Steen Sarff, Vernon Clobert, Johnny Coyle and Leta Griggs; Coriell Bros., head-to-head; Billie Alvers; LaBernice Trio, swinging ladders; Dale Petross's Dancing Horses (2), with Bertha Petross and Ed Loran; Great Romero, high pole; Alvers Family—Billie, Raymond, Teddy and Sherman Alvers—rolling globes; The Diacoffs, bicycle act; Capt. Harold Winston's Trained Sea Lions; The Saturns, high act; Petross's Liberty act (6) and the Duanes.

Fair bought the production outright for $6,000 with another $1,000 for extras.

The show attractions were under canvas and along the independent (See SAN DIEGO PLAYS opp. page)

Anderson, Ind., Attendance Okay; Midway Spending Is Off

ANDERSON, Ind., July 9.—Attendance at the Anderson Free Fair (4-9) is expected to equal last year's total, which was around 85,000, but spending on shows, rides and concessions is expected to be down.

Annual was plagued all week by hot, humid weather, with the thermometer registering in the high 90's for the first three days. This cut daytime attendance. Night attendance was big, but, as one show operator put it, "they are mostly walkers."

Earl J. McCarel, in his 20th year as fair secretary, reported Wednesday (6) that attendance was highly satisfactory, considering the oppressing heat. He reported more than 25,000 on the midway Monday (4). Tuesday attendance fell off, but by closing time he estimated more than 15,000 had been on the grounds.

Indie Midway

Tried for the first time this year was an independent midway, the fair booking rides and shows thru Floyd Gooding and Ray Marsh Brydon. "It has been highly satisfactory," McCarel said, "and we are well pleased with the line-up of shows and rides furnished by these two men."

Featured in the grandstand nightly, with the exception of tonight, were harness races. McCarel said about $15,000 in prize money was distributed Monday thru Friday. Tonight, running races were to be featured. Grandstand attendance all week was excellent, McCarel said. Featured nightly before the races were band concerts. Grandstand seats around 3,000 persons.

Fair this year for the first time held the Madison County Purebred Livestock Show. Entry list was big, McCarel said, and attendance good.

Fair held two kid days this year, Wednesday and today. Ride and show prices were reduced for the moppets. Wednesday's kid business was brisk.

Grand Forks Draws 25,000, Lynch Reports

Vernie Mortenson Killed

GRAND FORKS, N. D., July 9.—The Greater Grand Forks State Fair, sloughed by rain and winds last year, got a better break this season and registered over 25,000 paid gate admissions for the six-day event, June 27-July 2, Secretary Ralph Lynch reported.

Event was marred by bad weather two nights and on Saturday (2) when Vernie Mortenson, Minneapolis, race driver, was killed in a lap race.

Bodart's Shows, owned by E. A. Bodart, set up Sunday night (26). A rain and wind storm hit in the late evening, causing around $3,000 damage to canvas and rides. Later in the week a strong wind, accompanied by rain, ruined some scenery and lighting equipment of the grandstand show.

Special Kiddie Days

To spur trade, the fair held special children's days Monday and Friday with a free gate and reduced ride prices. Block tickets of 12 were priced at $1 for kids and grandstand ducats were cut from $1.50 to 75 cents for the night show.

The grandstand show, *Follies Royale*, was booked thru Barnes-Carruthers, Chicago. Revue played to good crowds all week. Show was emseed by Preston Lambert. Acts included Lowe, Hite and Stanley, comedy; the Gray Sisters, xylophone; Happy Harrison, dogs; the Riodola Duo, and the Parker brothers, pantomime comedy.

3,500 at Race

Top racing card was Saturday (2) when Mortenson was killed. Lynch (See Grand Forks Draws opp. page)

WFA Program Proves Aid in Legal Battle

SACRAMENTO, July 9.—As a result of an extensive educational program by Western Fairs Association (WFA), the 1949 session of the California State Legislature neared adjournment with no legislation affecting fair fund distribution.

A total of 159 measures, affecting fairs and pari-mutuel racing revenue, which largely supports California fairs, were up for consideration.

Early in February, WFA began holding area meetings in strategic State locations, prepared letters, appeared before committees and in all cases was successful in defeating legislation adversely affecting fairs.

Three major bills were sought by fairs. AB 1767, intended to change the system of fair allocation, was defeated in the Senate. AB 2775, (See WFA PROGRAM on opp. page)

Detroit Inks Stafford, Breen, Welcome Travelers for Annual

DETROIT, July 9.—General contracts for the grandstand and Coliseum shows at Michigan State Fair here were signed by Jack Dickstein, attractions manager, with Bob Shaw, manager of the Springfield, O., Gus Sun office.

Following Bob Hope, in the first three days of the fair (*The Billboard*, July 9), Jo Stafford and Bobby Breen, September 5-8, with the *Welcome Travelers* radio show skedded September 9-11. Radio show, produced by Tommy Bartlett, will run both matinee and night.

The Coliseum show also will feature the 24 Manhattan Rockets and eight vaudeville acts yet to be signed.

Joey Chitwood's Thrill Show has been booked for the opener at the Coliseum, playing matinee and evening on September 2, with Tex Ritter headlining a rodeo produced by Colonel Selby, for eight days, September 3-10. With the Ritter show will be the Five Westerners, hillbilly guitar-vocal combo.

Grand Ole Opry is booked the final night, September 11, following the 100-mile auto race in the afternoon.

Lower Prices Help Brandon To Win Money

Adv. Aimed at Rurals

BRANDON, Man., July 9.—Manitoba's Provincial Exhibition here shaped up as a winner as early as Wednesday (6), third day of the five-day show. Manager S. C. McLennan attributed the rush of business to lower prices and the increased attention given this year to the rural trade. Rural customers were much in evidence, thanks to excellent weather.

Admission to the grounds last year was 75 cents, with advance sale strip tickets going two for $1 and parking at 50 cents. This year the gate price was lowered to 50 cents and advance strip tickets going at three for $1. Parking was reduced to 25 cents. The slash in prices paid big dividends.

Attendance, both at the gate and in the grandstand, opening night (4) was the best in seven years. Same was true Tuesday night (5). Rain Wednesday morning (6) slowed early afternoon attendance, but by night the grounds were well filled and two grandstand shows drew big crowds, first show getting a full house and the second three-quarters.

Fair's newspaper advertising this year was centered in country weeklies, with a total of 68 using ads and readers. Advance sale strip tickets were sold in the rural towns and areas where the ads appeared. Also working in favor of the fair this year was the July 4 opening, getting away from the July 1 Dominion Day, previous opening date. Small towns always have celebrations on that day and it cut fair attendance.

In previous years admission was free to the light horse judging, but this year the fair instituted a 25-cent tab. It proved a flop, fairgoers protesting by their absence. The machinery display this year was called the biggest in the Dominion, with more than $2,000,000 worth of equipment on display. This year an auto display show was added.

Grandstand revue was staged by the Barnes-Carruthers office, Chicago, with Fred Kressmann in charge. Harness horse races were a daily afternoon grandstand feature.

Royal American Shows furnished the midway attractions and C. J. Sedlmayr, owner, reported business ahead of last year.

Among visitors here were Bruce Peacock, city editor of *The Regina Leader-Post*; F. G. England and T. H. McLeod, president and manager, respectively, of the Regina Exhibition; S. N. McEachern, manager of the Saskatoon Exhibition, and J. H. Warren, chairman of the midway committee.

ESE Cattle Prize $$ Increased to $25,000

WEST SPRINGFIELD, Mass., July 9.—Prize money at the Eastern States Exposition, which reached a new high last year with $20,000, will be boosted again this year when the exposition offers more than $25,000 in the livestock show, according to General Manager Charles A. Nash.

Copies of a booklet announcing classifications and prizes have been mailed to all prospective exhibitors. The book also includes a list of principal fairs in the United States and a complete listing of New England fairs with dates and names of the managers or secretaries.

Bottineau, N. D., Annual One of Best in History

BOTTINEAU, N. D., July 9.—The Bottineau County Fair this year, June 27-29, was one of the most successful in history, fair officials report. The W. T. Collins Shows furnished the midway attractions and grandstand revue was inked by Rube Liebman, of the Barnes-Carruthers Des Moines office.

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(Continued from opp. page)

midway. Bert Gervis presented *Icelandia*, a strong 90-minute ice show, featuring Johnny Brett, Marie Pavlance, Dick Symontou, Carol Kildy, Jimmy McCusker, Dorothy McCusker, Mickey Michaels, Jamie and Buff McCusker and Barbara Bletcher and Bob Holland, vocalists. Show carried 28 people and was staged under a 30 by 150 foot big top. Seating capacity was approximately 2,000 with reserves bringing $1.50 and generals $1 and 50 cents.

Dante, the magician, is taking a fling at outdoor showbiz this year and this was his opening spot. With Irving Parker, well known Hollywood flack, the two are together on an agreement. Dante's tent, 60 by 110, has seating capacity of 700. Altho the official price list issued by the fair had the attraction down for 60 cents for adults and 25 cents for kids, the price at the box office was 75 cents. Dante goes heavy on illusions with the escape box lever leg trick and "The Great Divide" going big. With the show are Mole-Ye Miller, Victoria Lopez, Paul Trevitsch, manager; Murray Estelle, talker; Sam Gold, and Toni Meadow, talents; Al Wade, magician, and George Bunch, electrician.

Ferris on Midway

Ferris Greater Shows played the midway for the third consecutive year, going in this time on the basis of 6 cents per turnstile clicker. Moved across the midway from the spot it had last year, the lot ran north and south. Rose and Larry Ferris debuted a new Fly-O-Plane on the date. While individual ride revenue was down, the over-all was up, Ferris said. Sunday (3) and Monday (4) saw crowds of 31,454 and 23,430 respectively. Ferris also served as superintendent of concessions this year.

Enchantedland, which for two years had been to the left of the main entrance and at the front end of the Avenue of Flags, was moved down to the end of the promenade and near the carnival. The policy of a free show was replaced with an admission charge of 25 cents for adults and children alike. Bought outright by Ferris, the seven-act circus gave four performances daily from June 24-29. Cost of the show, which included Ed Learmont's chimp, elephant and pony acts with Eddie Allen; Bernie Griggs and Company and Bert Nelson, emcee, was $2,500.

Concession space was on a flat fee basis this year under the Ferris handling. Taking the percentages for the past three years along with checking the sales of those who had paid a flat sum, an average was struck. Ferris said space was slightly higher this year but he believed the cost had been worked out on an equitable basis. Some concessionaires paid more for their spots while others paid less. The move resulted in an increase of 60 per cent in concession revenue to the fair.

Fair managers visiting here included D. V. Stewart, Imperial County; Russell Z. Smith and Earl H. Rule, National Orange Show; E. P. (Ned) Green, California State Fair; W. C. Wedberg, Merced County Fair; E. G. Vollmann, San Joaquin County Fair; Paul Jones, Arizona State Fair, and Don Jacqua, Antelope Valley Fair.

GRAND FORKS DRAWS

(Continued from opp. page)

said Lynch, paid admissions had been registered. Monday, kids' day, drew 5,000 moppets and their parents, Lynch said.

Week-long program included, in addition to the grandstand show and auto races, Wild West and rodeo performances and a special Saddle Club Horse show.

Exhibit space this year was at a premium, Lynch said, and it was necessary to turn down many requests for space. Livestock and 4-H exhibits this year were said the best in many years. Over $7,000 was paid out in premiums.

WFA PROGRAM

(Continued from opp. page)

provided for year-round use of fairgrounds, and was signed by Governor Warren. Passage is figured assured for AB 2776 which would allow district fairs to build or contruct up to $35,000 for construction work without detailed supervision of State Division of Architecture. Bill already has been okayed by the Assembly and passage is expected in the Senate.

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HOLIDAY BIZ RUNS HOT-COLD

Most Midwest Spots Report Lower Take

Beaches Get Big Play

(Continued from page 51)
cago, said his attendance was down 15 per cent and the per capita spending down 4 cents from last year. Season's attendance, thru Sunday (3) was off 75,000, Schmidt said. Spot had 31,000 Monday (4), which is from 20,000 to 23,000 off for the Fourth.

Schmidt also reported his rides were idle four hours Monday because of a rideman strike. "By the time we worked it out," Schmidt said, "we had lost plenty of revenue."

Coney Draws 85,000

Edward L. Schott, general manager of Coney Island, Cincinnati, reported business was "quite satisfactory." Altho per capita spending was off slightly, between two and three per cent, over-all business was okay. Three-day attendance was estimated by Schott at 85,000, with 32,000 turning out July 4. The spot's swimming pool enjoyed its biggest three-day business in history.

Harry J. Batt, president-general manager of Pontchartrain Beach, New Orleans, said, "Saturday was normal for us, both from the standpoint of attendance and receipts. We had a few scattered showers that day. Sunday's biz was off about 10 per cent, due mostly to threatening weather and downpours in surrounding areas. July 4, however, weather was ideal and we played to the largest crowd in years. It was the largest Fourth, both from receipts and attendance, in the history of the Beach."

Trippe Reports

At Chain of Rocks Park, St. Louis, Carl Trippe reported his swimming pool broke all records and attendance was the greatest in five years. Temperature ranging from 95 to 100 for the three days sent people flocking to the amusement zone.

Here are quotes from various parkmen thruout the Midwest, South and Far West on the holiday business:

ROBERT REICHARDT, Riverview, Des Moines: Business, three days, off 11 per cent; attendance off 12 per cent. . . . Weather extremely hot. . . . Used fireworks and dawn dance as special attractions.

FRANK RAFUL, Summit Beach, Akron: July 4 week-end weather hot. . . . Gross approximately same as last year.

J. E. GOODING, Puritas Springs, Cleveland: Saturday, 3,000; Sunday, 6,000; Monday, 18,000. . . . Business off about 15 per cent from last Fourth. . . . Weather clear but very hot.

JOHN L. COLEMAN, Riverside, Indianapolis: Estimated crowd at 35,000, but lost 10,000 due to traffic jam and lack of parking space. . . . Old rides somewhat off, but new rides above expectations. . . . Due to excessive heat, eating business off, but soft drinks and beer up.

I. LAWLOR, Arnolds Park, Arnolds Park, Ia.: Business off about 18 per cent. . . . Weather too hot.

M. A. RINDIN, Idora Park, Youngstown, O.: Saturday, 6,000; Sunday, 30,000; Monday, 30,000. . . . Weather very hot. . . . Gross down 15 per cent over three days. . . . Used fireworks Sunday and Monday. . . . Swimming pool closed. . . . We used motor boat ride in pool.

ROGER E. HANEY, Lake Lansing Park, Haslett, Mich.: Weather hot. . . . Business on a par with last Fourth.

JOE COLIHAN, Excelsior Park, Excelsior, Minn.: Business for holiday week-end down 30 per cent, due to terrific heat. . . . Night business good but day business almost nil. . . . We used fireworks Sunday and Monday nights.

GEORGE A. SCHMIDT, Riverview, Chicago: Attendance down 15 per cent. . . . Per capita spending down four cents. . . . Attendance off 75,000 for season. . . . Monday's attendance about 31,000. . . . Hot weather, 108 on walks and 98 in shade one day, did the damage.

EDWARD L. SCHOTT, Coney Island, Cincinnati: Altho per capita spending was off slightly, between two and three per cent, over-

(See MOST MIDWEST on opp. page)

Jersey Amusement Park Becomes Center for Many Coin Machines

WILDWOOD, N. J., July 9.—Casino Arcade Park, a Boardwalk midway operated by S. B. Ramagosi, has become virtually a coin machine arcade. The park includes a number of amusement rides, an assortment of kiddie rides, pitch game concessions and amusement exhibits. But just as pronounced are the many coin-operated machines. Five of the dozen concession stands feature coin-operated machines entirely.

A veteran amusement and vending machine operator in his own right apart from his many amusement interests here, Ramagosi was quick to realize the potentialities of various coin-operated machines. As a result, more than 50 machines have been placed along the arcade way to catch the fancy of the passerby. Both penny and nickel machines are featured.

At the Boardwalk entrance of the arcade there is a penny scale and a penny Foot Ease machine. Other weight and Foot Ease machines are spotted thruout the entire area. Once inside the arcade, the passerby is greeted by penny weight, Foot Ease and Astrology Reading machines sandwiched in between 5-cent machines including Chicago Coin's Goalie, Exhibit Supply's Marksman, and a Shootomatic.

Scores Earn Rides

Alongside the box office for his Scooter ride, Ramagosi has placed nine "Heavy Hitter" machines with the nickel play awarding high scorers free tickets for the amusement ride. Also spotted along the sides of the arcade is a coin-operated voice-recording machine, a Photomatic, 5-cent movie machine, penny Foot Ease machines, penny Mercury Athletic Scales and 5-cent shoe-shine machines. Ramagosi was the first to introduce the shoe-shine vending machine here last summer. Along another side of the arcade wall, Ramagosi has placed 10 Rotary Merchandisers with a 2-cent and a 5-cent play. In fact, he has utilized every inch of wall space in the arcade for the location of one machine or another.

Penny Arcade

Apart from all the machines along the arcade walk, there is a regular Penny Machine Arcade occupying one of the stands along the wooden midway. The Penny Arcade houses approximately 50 machines, more than half of them being the old-time movie machines with the crank handle to flip the pictures. Penny Arcade also houses 2-cent and 5-cent machines, including picture post card units and such skill games as Griptester, Play Ball and Flights.

Another concession stand houses about 30 coin-operated Poker machines with cigarettes and merchandise prizes for the 5-cent play.

In addition, Ramagosi personally operated three coin-operated concession stands, with merchandise prizes offered for the play. One houses more than 100 Line 'M machines, a roll-down 5-cent skill game which Ramagosi devised, manufacturers and distributes. Another concession stand houses 10-cent Derby Races machines and the third holds 10 coin-operated Skee-Ball machines set for a five-cent play.

The Bang-Bang Club, a ballroom operated by Ramagosi in the arcade park, also is dedicated to the automatic play in that juke music is featured for the dancing. In addition to the evening disk dances, Ramagosi is featuring *Noontime Is Tunetime* dance sessions each day with Jimmy Evans, disk jockey from WMID, At-

(See N. J. PARK on page 90)

20-Cent Gate Bite Goes on At Mil $ Pier

Good for Two Attractions

ATLANTIC CITY, July 9.—Following reorganization of Million Dollar Pier Operating Company, with George J. Costello continuing as president of the new combine, a new policy was inaugurated with the July Fourth week-end. Instead of a free gate a 20-cents-plus-tax admission was introduced, with children under 12 accompanied by parents admitted free.

For the admission fee, two free attractions are offered. They are Manuel King and his performing lions at the ocean end of the pier, and a feature movie in the Hippodrome Theater. Union requirements for musicians and stagehands resulted in the pier dropping plans for live entertainment in the theater.

Pay Attractions

Other attractions offered at separate admissions are Jimmy Costello's *Everybody Welcome*, audience participation show offering merchandise prizes and broadcasting daily at 7 p.m., over WMID, and Roy Stevens' ork for dancing. Both attractions are presented in the ballroom.

Mysterious Boscart and his *Graveyard Revue* opened on the week-end. It is a spook show presented nightly at 11. Also new is a billiard exhibition by Jimmy Caras, world champ. A rodeo show which opened earlier in the season continues. Net hauls off the ocean end of the pier, a standard attraction, are continued twice daily.

According to Anthony LaManna, secretary and a director, the new exec set-up of the pier includes, besides Costello, Emily J. Barban, vice-president; Carmen D'Agostino, president of L. N. Renault & Sons, Inc., treasurer and director as the result of having purchased the stock of Bert Salvato, former secretary. LaManna, artists' personal representative, purchased the stock of Daniel J. Gorman, former treasurer.

A. C. License Biz Points to Big Year

ATLANTIC CITY, July 9.—With a record July 4th under its belt, the boom at the resort's tax office indicates that business must be good all over town. Francis D. Kelly, supervisor of the Mercantile Tax Office, disclosed that up to this week, some 2,500 mercantile licenses have been issued—five times the number secured up to this date last year.

Licenses issued cover a wide variety of operations, including taxis, hot dog stands, rooming houses and hotels and Boardwalk skill games. Kelly said there are 20 Pokerino places on the Boardwalk paying an annual fee of $500 each, and seven games licensed at $3,000 each.

Some 7,000 licenses in all were issued last year.

Weather Aids East Beaches To New Marks

Coney, Rockaway Lead

(Continued from page 51)
biggest invasion in its history, with 250,000 heat-dodgers jamming its beaches, Boardwalk and pools.

On Monday (4) Coney Island was overrun by a peak crowd of 1,500,000, while attendance at Rockaway Beach dropped back to 850,000, partially due to a serious fire on the Long Island Railway trestle, which put that major transportation link between the resort and New York City and Brooklyn out of service from mid-afternoon until late Tuesday (5) afternoon. Jones Beach slipped to 96,000, while Long Beach hit a high, with a crowd of 200,000. The turnout at Atlantic City wast estimated at 350,000, and Asbury Park was host to 225,000.

Fireworks Draw

The continuation of the heat wave resulted in high attendances at most of the beach spots in the New York area Tuesday (5). Coney Island's first fireworks display of the season Tuesday (5) night drew 400,000 spectators, while the afternoon turnout was 250,000. Rockaway Beach attendance was 300,000; Jones Beach, 45,000; Long Beach, 40,000; Orchard Beach, 25,000, and Jacob Riis Park, 15,000.

Reports from Philadelphia indicated that, while there was a large exodus from that and other large cities of Pennsylvania to the shore and mountain resorts, all amusement parks, swim pools and other outdoor spots in the area pulled good gates. An example is Rolling Green Park at Sunbury, Pa., which estimated its week-end gate at 42,000, with its Crystal Pool breaking a 10-year record for one-day attendance Sunday (3).

N. E. Spots Okay

New England shore resorts and outdoor amusement spots also were favored by big turnouts. In the Boston area beaches and parks drew around 1,000,000 over the week-end, with peak crowds Sunday (3). Week-end attendance at Old Orchard Beach, Me., was over 75,000, while Providence reported Fourth of July attendance at its beaches was around 100,000.

Record-breaking crowds were reported at Midway Park and Harry Illion's Celoron Park at Jamestown, N. Y., and all amusement parks thruout New Jersey, Pennsylvania, New York and the New England States apparently drew very satisfactory crowds.

While attendances zoomed to dizzy heights, the per capita spending was below that of last year. This perhaps was not entirely due to shortage of spending money but to the heat, which even at shore resorts was so intense that boardwalks and beaches were comparatively sparsely occupied despite the fact that the huge number of parked buses and autos indicated that large numbers of visitors were somewhere in the vicinity. Swim pools, refreshment stands and fun-spots, offering a maximum of shade and some degree of coolness, drew the biggest crowds.

Excursion liners running from New York to Atlantic Coast, Long Island Sound and Hudson River resorts chalked up the heaviest business in years.

Utah Holiday Biz Spotty; Lagoon Okay

Saltair, Black Rock Off

SALT LAKE CITY, July 9.—The July 4 week-end business for Utah resorts, with one exception, was off from 15 to 20 per cent this year. Lagoon Resort, between Salt Lake and Ogden, Utah's two largest cities, however, registered its biggest Independence Day business in history.

Ranch Kimball, president of Lagoon, said spot had only 15 less admissions than the previous high July Fourth, but money intake was 8 to 10 per cent over the previous high. Because of threatening weather, swimming admissions were down, he said. Special attractions at the resort were Ike Carpenter and his band (4) and the Pied Pipers (2).

Depending on Great Salt Lake's bathing facilities for their draw, Saltair, Black Rock and Sunset beaches were hit by wind and threatening weather. Black Rock fared the best of the three. Sunset suffered from publicity on a storm earlier in the week.

Rocky Point Holiday Crowds Zoom 25%; Ballroom Opens Big

WARWICK NECK, R. I., July 9.—Rocky Point Park, with hot weather prevailing over the Fourth of July week-end, registered a hefty gate about 25 per cent better than last year. Estimated attendance Saturday (2) was 15,000 and Sunday ran close to 35,000.

Business was good, with the park remaining open Saturday night until 3 a. m. Attraction was a big bonfire, with 29 discarded trolley cars, saturated with gasoline, stacked 75 feet high. Stunt drew the biggest night turnout in history of the park. Dawn dance in Palladium Ballroom—12 until 3 a. m.—followed the bonfire and drew 1500 terpers. Music was supplied by Tommy Masso's combo.

According to Park Manager Paul S. Haney, the Palladium opened as scheduled Saturday night with a near-capacity crowd, including more than 3500 paid admissions and around 1000 others. Palladium will offer regular dance sessions Wednesday and Saturday nights; ladies' night on Mondays and old time night on Fridays. Name bands probably will be brought in twice a month. Tex Beneke is inked for July 13-14.

Free attraction over the week-end was the Herzogs, fem aerialists, who are being replaced this week-end by the Aerial Gibsons, booked thru the Al Martin office.

Det. Funspots Get Light Holiday Biz Because of Weather

DETROIT, July 9.—Local parks were the victims of the protracted heat wave over the July 4 week-end, with afternoon business practically non-existent. Sizable crowds turned out in the evenings, attracted partly by the fireworks displays at most parks, but spending was poor.

At Edgewater, normally closed Saturday afternoons, attendance was light. The heat was blamed, as the skies were clear up until Tuesday afternoon (5) when there was a heavy downpour.

Parks located on the water benefited by the heat, Jefferson Beach and Walled Lake drawing big. At Walled Lake a crowd jammed traffic for a mile or more on the highway Monday night.

Folk Music Parks:

Holiday Biz Packs Rustic Sites; Horse-Pulling Tilts Spur Gross

By Johnny Sippel

NEWARK, O., July 9.—Because of heavy unemployment in major manufacturing plants, Eddie Ruton, op of Hillbilly Park here, reports that grosses are down 30 per cent this season. Park did its first real business over the Fourth of July holiday, with a total of 4,000 patrons split evenly between the two days. Admish was 55 cents for adults and 25 cents for children (inc. tax). Stoney Cooper and Wilma Lee and the Clinch Mountain Gang, WWVA, Wheeling, W. Va., Columbia recording artists, the Buckeye Balladiers, local harmony singers, and the Scioto Valley Boys, WRFD, Worthington, O., worked Sunday, while Ernie Lee, Victor waxer; Judy Perkins, the Swannee River Boys, all of WLW, Cincinnati, plus the WRFD house band group, worked Monday. Weather conditions were excellent both days.

Since opening Ruton has staged four horse-pulling contests, with weekly prizes totaling $300. Events have proved the best promotions thus far. Eight prizes are awarded weekly in both the lightweight and heavyweight classes. Ruton has added an impromptu feature to his regular Sunday amateur shows, which are sandwiched in between the regular shows. He invited people from the audience to entertain and has found the gimmick going over very well.

His top advertising has come from a 100-foot film which he had taken of the park. It is being circulated by a company which provides free movies in small towns in the vicinity. Ruton is doing three half-hour disk jockey shows weekly, for which he buys time on WTNS, Coshocton, O., plus a half hour weekly, during which he airs the best amateurs from his Sunday shows.

Foley, Acuff Lure 10,000

WILLIAMSPORT, Pa., July 9.—Jim and Jane Claar, heard over WRAK here, doubled attendance for two-day Fourth of July holiday shows over 1948 dates. Gross went up appreciably, ducats being hiked from 60 cents to $1 both days.

With perfect weather, Red Foley and the Cumberland Valley Boys, WSM, Nashville, Decca recorders, plus the house regulars, Jim and Jane's Western Vagabonds and Ken Montana and Texas Lil, drew 4,000 July 3. On the following day Roy Acuff and the Smoky Mountain Boys, Columbia wax group, Uncle Dave Macon, Sam and Kirk Magee, Radio Dot and Smoky, all WSM talent, pulled 6,000 payees.

The Claars posted an area of 100 miles around the park and found it the best crowd puller.

Bay State Spots Get Big Holiday Week-End Play

BOSTON, July 9.—A red one was scored by all outdoor funspots in this area, with temperatures of up to 96 degrees spurring an estimated 1,000,000 persons to parks and beaches over the July 4 week-end. Nantasket's Paragon Park reported records broken as one of the largest crowds in its history, estimated at 250,000, streamed to the beach resort Sunday (3). Crowds at Revere Beach were even greater, with an estimated 275,000 turnout during the day and 500,000 in the evening. At Hampton Beach, N. H., the crowd was estimated at 150,000.

A new wrinkle was worked out at Nantasket, with the Hull-Nantasket Chamber of Commerce going into the baby-sitting business for free. On Saturday (2) the Chamber opened a kiddies' village in the State pavilion, opposite the main entrance to Larry Stone's Paragon Park, where parents can leave the small fry, three to seven years of age, any time between 11 a. m. and 5 p.m., with attendants to take care of the moppets.

Most Midwest Spot Report Lower Take; Beaches Get Play

(Continued from opp. page)

all business for the three days was satisfactory. Estimated three-day attendance, 86,000. . . . Terrific heat gave Sunlite pool its biggest three-day business in history. . . . Refreshment business, likewise, received a heavy play. . . . Ride business was off. . . . Used fireworks, supplied by Tri-State Manufacturing Company, three nights, with Arthur Rozzi supervising the firing.

H. E. PARKER, Riverside, Indianapolis: Over 00,000 July 4. Cars were parked for blocks after parking facilities were filled. . . . Spending was good and the hot weather kept the crowds late. . . . New Ferris Wheel and new Flying Scooter in operation. . . . Used fireworks July 4 night. . . . Holiday attendance largest since before the war.

H. M. SCHELLEY, Jacksonville Beach, Fla.: Estimated attendance over holiday week-end, 150,000. . . . Largest three-day crowd ever. . . . Weather ideal. . . . Loyal Repensky barback riding act featured entire week.

MARVIN STATION, Spring Lake Park, Oklahoma City: Gross up 10 per cent for three days. . . . Some rain July 4.

T. A. SABREY, Cedar Point on Lake Erie, Sandusky, O.: Largest July 4th crowd in history. Hundreds turned away from hotel. . . . Seating capacity of cafeteria is 1,400. . . . Saturday and Sunday there was an unbroken line 500 feet outside from 7:30 a.m. to 6 p.m. Hundreds turned away in main dining room, which seats 1,000. . . . Sunday and Monday crowds in picnic area and on midway estimated at 50,000 each day.

W. H. HITZELBERGER, State Fair Park, Dallas: Saturday, 60,000; Sunday, 90,000; Monday, 100,000. . . . Weather clear with a threat of rain Monday. . . . Midway business 30 per cent over last year. . . . Cotton Bowl Thrill Show, inaugurated this year, featuring the Zacchinis and Peejay Ringens, drew 60,000 in three nights at 60 and 25 cents. Star Light Operetta and motorcycle races did excellent business.

JOHN GURTLER, Elitch Gardens: Week-end business about equal to '48, which is good, considering there were fireworks by the American Legion in Denver University Stadium and our Denver Bears (baseball team) are on a terrific win streak. . . . Weather ideal over week-end. . . . Season's business holding up.

J. L. PENNICK, Fair Park, Memphis: Week-end attendance, 20,000. . . . July 4th business up. . . . We had rain Saturday, but Sunday and Monday were clear. . . . Features included fireworks, old-fashioned picnic and contests, square dances and jitterbug contests.

SANDY BEACH PARK, Russells Point, O.: Week-end biz perked. . . . Saturday attendance fair; Sunday, capacity, and Monday, fair. . . . Gross off 25 per cent from year ago. . . . Weather clear but hot. . . . Johnny Long, in the ballroom, drew 4,000 over Fourth week-end at $1.25.

MERRIS WARFIELD, Riverview, Sioux City, Ia.: July 4th week-end biz down 20 per cent. . . . Some rides topped last year's grosses. . . . Weather hot the three days.

T. A. FUZZELL, Fair Park, Little Rock, Ark.: Rained Sunday night and on the Fourth until 6 p.m. Good business after that. . . . Estimated 35,000 on hand Monday night (4). . . . Used fireworks. . . . Had weather been good business would have been much better than last year.

DR. L. H. FIRESTONE, Flint Park, Flint, Mich.: Rides 25 per cent ahead, refreshments, games 100 per cent over. . . . Afternoon attendance over week-end light because of hot weather. . . . Nights were capacity. . . . We used fireworks and free acts.

H. I. OTTAWAY, Joyland Park, Wichita, Kan.: Saturday, 1,200; Sunday, 3,000; Monday, 2,400. . . . Weather hot and dry. . . . Business 20 per cent ahead of last Fourth.

O. D. COLBERT, Wenona Beach, Bay City, Mich.: Week-end business off 18 per cent. . . . Temperature in high 90s. . . . Rain afternoon July 4. . . . Swimming area condemned due to pollution. . . . Two fireworks shows July 4, at 9:30 p.m. and 11:30 p.m. Crowds over week-end big but no money. . . . Season's business off. . . . Have added Ferris Wheel and dark ride this year. . . . Ten-cent ride special on Tuesdays getting good play. . . . Start Saturday 5-cent ride matinee this week.

CARL TRIPPE, Chain of Rocks, St. Louis: Broke all records in swimming pool and attendance for the last five years. . . . Temperatures ranged between 95 and 100 for three days. . . . Figure attendance at between 20,000 and 28,000. . . . Filled both parking lots.

Calling ALL Attractions!

PLAYLAND PARK STADIUM

Houston's newest, finest outdoor stadium, available now for year 'round booking, any day and night except Tuesdays, for

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SEATS OVER 12,000

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EXCLUSIVE MANUFACTURERS OF AUTHENTIC MINIATURE TRAINS!
FOR BIGGER PROFITS.
"GET THE BEST"

MINIATURE TRAIN CO.
Executive Offices: Rensselaer, Indiana

CUSTARD STAND FOR SALE

In operation, fine park. Boardwalk location. Just opened. Good reason for selling. Come look it over. Price right.

LEO FINKLER
Cedar Point, Sandusky, Ohio

WILL BUY DIGGERS

State condition, price and quantity.

BOX D-208
BILLBOARD, CINCINNATI, OHIO

WANTED

Anatomy Show, Unborn Show, Crime Show. What have you for cash?

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FOR SALE

Train, miniature, practically new, three cars with coil springs, painted, streamlined style, 400 ft. of rail and ties. Located at West Lake, near Bessemer. Can furnish picture.

W. L. THOMPSON
5117 Valley Rd. Fairfield, Ala.

LOOPER RIDE FOR SALE

Like new. Now booked in Palisades Amusement Park. Will also sell my half of Looper Ride on Catlin & Wilson Show.

EARL PURTLE
212 Warren Ave. Palisades, N. J.

Heat Sizzles Big Bertha; Heading West

Capacity Houses Scarce

PITTSBURGH, July 9.—Ringling-Barnum circus this week played to a series of less than capacity houses thru its Thursday (7) appearance at a three-day stand here. A heat wave with 90-degree temperatures made the big top a most unattractive place to be at either the matinee or night performances, with the result that the Big Show got off to a mediocre start on the first leg of its Western trek.

Sure to have some effect on the Big Show's stand here is the well-advertised showing of Tom Parks' Circus, which will open Monday (11) in Forbes Field for a week's stand under the auspices of the Police Widow's Pension Fund. Off-setting the appeal of the lower priced (65 cents for children, $1.20 for adults) sponsored show is the flack barrage released by R-B tub-thumpers.

Late Matinee

Wednesday (6) at Youngstown rain hindered operations and the matinee was delayed about an hour. The 95-degree heat registered at 1 p.m. dropped to a more comfortable 76 at 8:45 p.m. after a series of four thunderstorms, but still the night show drew less than capacity. Luckily, the worst storms skirted the area.

At Jamestown, N. Y., Tuesday (5) 90-degree heat was also encountered and less than capacity houses were registered at both performances. The press was extremely co-operative at all stands.

Binghamton Light

Light biz was also registered at Binghamton, N. Y., June 29. The matinee was only fair and the night show pulled about a three-quarter houses.

Bugaboos at Binghamton included sizzling weather and a hum lot. The lot, Phelps Park, is a fishing park which has not yet settled. As a result one of the big top center poles sank about 18 inches into the ground, despite the mud block.

Native son Pat Valdo was partied here by members of the Circus Fans of America tent berring his name.

Biz Takes Slight Dip for Beatty Org

BURLEY, Idaho, July 9.—Business, which has been very good the last few weeks, took a slight dip for the Clyde Beatty Circus but nothing alarming, show officials reported.

Playing here Tuesday (5), org garnered only a half house at the matinee and a three-quarter one at night, the latter despite showers and a strong wind.

In Ontario, Ore., the show ran into the hottest day of the year but came off with two strong houses.

At La Grande, Ore., a city of 14,000, it was a full one at night after a three-quarter matinee.

Gainesville Community Org Ends Tex. Tour in Houston

HOUSTON, July 9.—The Gainesville Community Circus completed its Texas tour with a two-day stand here Tuesday-Wednesday (5-6), under auspices of the Kiwanis Club of Eastern Houston.

Show performed in the Houston Public School Stadium, with a seating capacity of 18,000. Opening night attendance was poor, but the second topped 7,000. Programs netted $5,000.



A TOTAL of 335 years in showbiz has been compiled by the quintet pictured above during a recent meeting in Mason City, Ia. From left to right they are M. D. (Doc) Howe, of the Fanchon and Marco Office, New York; Bill Oliver, former manager of Cole Bros. Circus No. 1 advance car; Tom Arthur, manager of the Cecil Theater, E. J. Carpenter, one-time trouper now with the Strand Theater, and Tad Martin, ex-vaudeville-minstrel performer, now manager of the Cerro Gordo Hotel. Howe made a flying visit from St. Louis to Mason City, his home town, to visit his son, Edward H., contracting press agent of the Cole show.

Light Biz Still Rule for Biller On Tour of East

LEBANON, N. H., July 9.—Biller Bros.' Circus continues to experience light business on its tour of the East, with two New Hampshire spots and one in Ludlow, Vt., failing to come up with much green.

Here Saturday (2), the org ran into some of the hottest weather of the season. As a result attendance was very light. Org failed to get one good house in two shows.

Friday (1) at Newport, N. H., org registered a better draw than at Lebanon, but it still wasn't good. Less than three-quarter houses were on hand for both shows.

Ludlow, Vt., a town of 2,400 persons, proved n.g. Both afternoon and night crowds were on the small side.

Austin, Tex., Judge Refuses To Cite Dailey for Contempt

AUSTIN, Tex., July 9. — Federal Judge Ben Rice Jr. refused Thursday (7) to cite Dailey Circus for alleged contempt of court in proceedings brought by Gene Autry.

Autry obtained an injunction April 15 requiring the circus to use type of uniform size in billing Doug Autry, Gene's brother. This week he filed contempt proceedings, contending that billing in Flint, Port Huron and Mount Clemens, Mich., May 28 and 30, still used the small "Doug" with a big "Autry."

B. C. Davenport, co-owner with Harry Hammill, of the show, testified the billings were put up before May 15, when the injunction took effect. Judge Rice had given the circus from April 15 to May 15 to use up the old paper, so he dismissed the contempt charges. Davenport testified the show, now in Canada, is using Canadian-printed paper giving equal display to both names.

Two Alberta Spots Light for King Org

VEGREVILLE, Alta., July 9.—King Bros.' Circus did only light business here Thursday (30). Altho it was the first circus to play here in years, org ran into rain for the afternoon show and business was light. At night, altho weather cleared, show drew less than a three-quarter house.

Show officials agreed that it was a bad day, the day before Dominion Day. Most surrounding towns and rural areas had celebrations of their own planned for Dominion Day.

At Vermilion, Alberta, Wednesday (29), org registered near capacity at the matinee, but night house was less than three-quarters.

Doubling in Brass?

NEW YORK, July 9.—An Al G. Kelly and Miller Bros. Circus ad related reproduction in the June 20 issue of *Advertising Age* because it lists among many features, and apparently as an attraction, "28 advertising men."

Ward Org Gets 38,000 in 5-Day Run in L. Beach

LONG BEACH, Calif., July 9.—Ward Bros.' Circus, showing under the Shrine banner, played to 38,000 patrons in five days (28-2), setting a Shrine attendance record. The George Pughe-Archie Gayer production was packed to do an extra matinee Saturday (2). Prices were $1 general with $2.40 top.

The line-up included Irene McAfee Stallions, Evelyn and Chita swinging ladders; Miss Lucia, iron jaw; Morales, foot juggler; the Lalanos, wire; the Vincents, trampoline; Harry Craig's chimps; Cloyd Harrison and Company, cyclists; the Vasquez Trio; Mark Smith, Liberty horses; Great Herberto, slide for life; Flying La Vahr; Chuck Blakeslee, bulls; Rubin and Anita Olvera, perch pole; Louise and Conchita, web; Herbert Weber, trained bears; the Cresi Arturos, high wire; Pat Anthony, wild animals; the Pena Tresure, teeterboard, and the Herbert Weber unit of 10 acts.

Clowns included Billy Irwin, producing; Zack Hale, W. R. Kyle, Carl Wuebes and Perry Saunders. Charles Post was musical director; Jack Slay, announcer-clown.

Following the Long Beach stand the entire org moved to the Los Angeles Coliseum, July 3-4, for the annual American Legion fireworks show. Three days, a high act were added for this date.

The Los Angeles event drew an estimated 90,000 for the two days at $1.75 per person with all seats reserved. The Ward org inked a five-year contract for the July 24 celebration in the Coliseum.

Sizzling Temperature Hurts K-M in Springfield, Minn.

SPRINGFIELD, Minn., July 9.—Temperatures ranging near the 100 mark hurt the Al G. Kelly-Miller Bros.' Circus here Saturday (2), org getting less than a half house at the matinee and less than three-quarters at night.

Biz at Eagle Grove, Ia., Tuesday (28) was only fair, matinee being light and night house about three quarters.

Oliver Quits Cole Advance

Dispute over billing reason —Tom Gunnels of brigade out—successors named

ST. LOUIS, July 9.—William (Bill) Oliver, in charge of the No. 1 advance car on Cole Bros.' Circus, announced here this week that he no longer is connected with the org. A dispute over the proper method of billing, Oliver said, was the reason for his leaving. He also reported that Tom Gunnels, originally left.

Oliver, at present at his home here at 3500 Miami Street, Apartment 109, said his present plans are indefinite.

According to Oliver, he was replaced by Harry Doran, while Moss Hullinger replaced Gunnels. J. E. Haddon, it was reported, was given charge of the No. 2 advance car.

Hot weather continues to plague the Cole org and attendance has been light. Tuesday (5), in Ottumwa, org drew only two half houses. Friday (1) at Rockford, Ill., the hottest day of the year in Rockford, org had less than a half house at the matinee and about a half at night.

Burlington, Ia., Thursday (7) gave with a light matinee but a fair night house. Wednesday (6), in Keokuk, Ia., org had a full one at night, but it was a light matinee.

Victoria Stand Proves Winner For Dailey Org

VICTORIA, B. C., July 9.—A three-day stand here, June 29-July 1, gave Dailey Bros. Circus a winner, altho Co-Owner Ben Davenport reported business for the season, both from the attendance and gate standpoints, not as good as last year. "This is to be expected," he said, "in view of the competitive situation and the general tightening of money."

Org's newer layout consisted of a light matinee, mostly because of threatening weather, but it was a full one at night. Tuesday it was a three-quarter matinee and near-capacity night. Friday (1), which was Dominion Day, also gave show two full houses.

One of the Dailey show's midget elephants died here despite the efforts of five veterinarians, in town attending a convention, to save her.

Rogers Biz Called So-So in Midwest

MOUNT PLEASANT, Ia., July 9.—Rogers Bros.' business in Iowa, Illinois and Indiana in recent stands has been just so-so, with full houses the exception, not the rule.

Org pulled a full night house here Wednesday (6), but matinee was less than half. At Fort Madison, Ia., five days before, org drew two fair houses.

Canton, Ill., July 4 gave with two three-quarter houses despite an afternoon temperature of 106, competition from a double-header ball game and a fireworks display at night. Show used its new folding seats here for the first time.

Poor advance promotion was given as the reason for the small draw in Mount Vernon, Ill., Saturday (2), where org drew less than half houses at both performances. Washington, Ind., gave with a three-quarter matinee and near capacity at night. Hot weather hurt at Bedford, Ind., Thursday (30), org getting less than a half house at the matinee and less than three-quarters at night.

Dressing Room Gossip

Clyde Beatty

While in Yakima, Wash., Harry and Marge Chipman spent most of the day on the lot and entertained several of the circus personnel at their Circus Inn after the show. Attending were Ted, Jerry and Bobbie DeWayne, Johnny, Milonga and Cathie Cline, Mel Renick, Lou Walton, Bobby Kay, Mark Anthony, Pauline, Dickey and Judy Allen, and Sally and Johnny Clace.

Also while in Yakima, Clyde Beatty and Sylvester Cronin visited Louie Roth who is ailing.

The Fourth of July in Boise, Idaho, gave us a nice grassy lot and an ideal day. George Davis and his cookhouse crew served a fried chicken dinner.

Marcella Scott and Joan Lewis celebrated birthdays. Esther Reader says the Idaho hills make her homesick for Arkansas. George Vasoldi is the new ringstock boss. Bobby Kay is using a new goose number in clown alley.

On Father's Day Mr. and Mrs. George Fontaine and Yellow Burnett dined out. Burnett picked up the check. The waitress said, "Is that the way these young sprouts take their father out on this day and then make him pay the check." At least that's the story.

The Medinis are practicing daily on a new trick. Dorothy Herbert was nonplussed the other day on a broadcast when the announcer asked her the location of the lot and it was not in the script.

Visitors: Bob Stevens, Dolly Jacobs with the twins, Punch & Judy; Mrs. Fuller, Stevens Bros.' Circus personnel, and Mr. and Mrs. Del Wentworth.—LAURENCE CROSS.

Cole Bros.

John Staley prepared a July 4 dinner in Rock Island, Ill., that included everything possible to eat and drink. The cookhouse was attractively decorated for the affair.

Jean Pistra has decided to wear strapless bathing suits from now on to avoid trouble with straps while swimming.

Kay Christopher, Hollywood starlet, caught the matinee in Kankakee, Ill., and Mayor Al Hattenburg rode the calliope. Mr. and Mrs. H. Barnhart and Mr. Shortmeyer were guests of Mr. McEuen in South Bend, Ind.

Visitors: Nat Green, Harry Atwell, Papa Konyot, Elmer Kressman, the Orantas, Jack Klein, Edna Dee Curtis, Clint Finney, Mr. and Mrs. Hunt, Ethel Robinson, Mr. and Mrs. Usher, Sam Stratton, Whitey Wilburn and family, E. W. Ritchey, Bill Hedges, Fred Wolf, Doc and Ivy Wilson, Mr. Linden and Bill and Alice Whitehead. —SALLIE MARLOWE.

Dales Bros.

M. J. (Mickey) Dales, owner-manager, recently discharged from the hospital, joined the advance for a few days. Susie Wolcott joined her parents to assist in the dog and pony acts.

George Penny is doing a good job as 24-hour man. Pauline rejoined with her wire act. Jerry Fewlass visited for a week and assisted his uncle, Bausy Dutton, with the horses.

Steve Crowe left to fill fair dates, and Kenny Smith joined. Sandra Pettus is recovering from an attack of the measles. Mr. and Mrs. C. Wil-

(See DALES BROS. on page 87)

6-PHONEMEN-6

U.P.C.—PROGRAM—TICKETS

UNIQUE DEAL

Well Known Auspices.

FIVE MONTHS' WORK

MEN — Must be experienced. WOMEN — Big money can be earned.

WRITE me where I can reach you by 'phone or telegram.

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AL G. KELLY AND MILLER BROS.' CIRCUS WANT

At once Side Show People, Boss Canvasman, Ticket Sellers, Wild West People, Stand Man for Floss and Pop Corn. Also Family Acts for Big Show. State salary.

Cass Lake, 14; Grand Rapids, 15; International Falls, 16; Hibbing, 18; Virginia, 19; all Minnesota.

WANT

PROMOTION MANAGERS

Who can handle phone crews Banners and U.P.C.'s. Must be able to finance selves. No drunks, limbsters or loafers. If you want to work, write, telling where you can be reached by phone.

JACK MILLS, MILLS BROS.' CIRCUS

Chippewa Falls, 12; Rice Lake, 13; Spooner, 14; Superior, 15; Ashland, 16, all Wisconsin. Ironwood, Mich., 18; Iron River, Mich., 19.

Billboard Booking Agency

521 So. 5th St., Louisville, Ky.

We have a Showman with nice trucks, semi-trailers, who would like to contract with good show for moving show equipment, plus his services with late Buick sound car. Also drivers as ride or canvas men. Now ready anywhere. Will expect two weeks' salary up in trust as a guarantee of steady employment. We also have for sale nice horses and equipment for riding academy.

WANTED

Five experienced commercial Booth Salesmen with cars. Also Phone Men. Must be producers. Strong sponsorship. Plenty good leads, pleasant conditions, two months' work. 25%. No drunks or limbsters.

TOMMY STEVENS

Waco Centennial Exposition

210 Provident Bldg. Waco, Texas

Phone 22262 or 3171

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EXPERIENCED AGENT

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3500 MIAMI ST., APT. 109

ST. LOUIS, MO.

6—PHONEMEN—6

Radio deal. Top money; 6 months' work. No boozers or chasers. No collect wires or calls. Write, wire or come on

JACK STERNBACH

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FOR SALE

AERIAL HORIZONTAL 5-BAR RIGGING, MAIN FALLS, UPRIGHTS, FLOODLIGHTS, EXCELLENT NET (NONE BETTER).

STUART ROBERTS

Box 437, Boomer Rd., Cincinnati 11, Ohio

Phone: MOntana 1543

COMING SOON!

—Another Double-Wide Flying Trapeze Attraction

THE SEVEN FLYING WARDS

(Produced by the Ward-Bell Troupe)

SEE!

THE SEVEN WARD-BELL FLYERS

FEATURED WITH

POLACK BROS.' CIRCUS (WESTERN UNIT)

FOR SALE

Completely equipped and organized Circus now successfully operating. Show is ideally framed to make money, but owing to recent failure of health owner must eliminate some of his responsibilities. If you are not prepared to make a down payment of $20,000.00, with balance conveniently arranged, please do not answer. Address

BOX D-210, BILLBOARD, CINCINNATI, OHIO

WANTED

Six Phone Men to work U. P. C. and Banners. Commission paid daily. Good treatment to all my men. New town every week. Address

PROMOTER

Mills Bros.' Circus, Park Place Hotel, Traverse City, Mich.

2—PHONEMEN—2

6 Months' Work

AMVETS-AFL Paper Boys' Club Book

(Brokers, drunks, advance artists, save your money.)

Bill Boehr, contact me at once. This is a good State deal. Write

BOX D-211

c/o The Billboard, Cincinnati 22, Ohio



ELASTIC NET OPERA HOSE

Suntan, Black or White, $4.95. Elastic Net Tights, $7.50. Cotton Leotards or Tights, $4.50. Other items. Free Folder.

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P. O. BOX 233 RADIO CITY STA. NEW YORK 19, N. Y.

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Tickets and Program; also Labor Paper

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WANTED

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503 Market Street CAMDEN 3, N. J.

For Sale—Truck Circus

Seats, tent, trucks, light plants and miscellaneous. Cheap for cash. Reply

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POLACK BROS.' CIRCUS

2 GREAT SHOWS

EASTERN COMPANY

July 12-14, Rhinelander, Wis.

July 16-18, Wisconsin Rapids, Wis.

July 21-23, Marinette, Wis.

July 25-27, Marquette, Mich.

WESTERN COMPANY

July 15-16, Napa, Calif.

July 18-20, Santa Cruz, Calif.

July 21-27, San Jose, Calif.

POLACK BROS.' CIRCUS

203 N. WABASH AVE.

CHICAGO 1, ILLINOIS

SUITE 2200

WILL BUY ELEPHANT

Want baby or young female India Elephant. Must be healthy and gentle, broke or unbroke. Will pay cash if priced right. Give full details. Will buy young female Chimpanzee. Trained or untrained. Give full details and lowest cash price..

Can use one good Side Show Platform Act. Want Lady for Blade Box. Candy Stand and Novelty Stand open on percentage. We make three towns each week.

PAN-AMERICAN ANIMAL EXHIBIT

Lebanon, Va., July 13-14; St. Paul, Va., 15-16-17, or as per route in Billboard.

PHONEMEN

T-W-O D-E-A-L-S

(MASONIC)

85 N. High St., Columbus, Ohio

FI-2750

MARTIN AND LANG

SILKOLENE TIGHTS by KOHAN

17 EAST 16 STREET

NEW YORK 3, N. Y.

DALES CIRCUS

WANT

On account of sickness Double Drummer for Big Show Band. Good Cook House and Sleeper. Wire

JIMMY HURTT, Bandmaster

Sullivan, 12; Bicknell, 14; Petersburg, 15; Jasper, 16; all Indiana.



METAL SPANGLES

All sizes and colors. Chainette Fringes. All colors. Rhinestones and Settings. Ostrich Plumes and Fringes.

C. GUYETTE

346 W. 45th St. New York 19

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Yipe!

MENOMINEE, Mich., July 9.—While Dodson's Imperial Shows were playing here, Andy Kasuin, concessionaire, and Owner Mel Dodson decided to go fishing.

Driving the 35 miles to what they heard was a good spot, the two alighted from the car ready for a big afternoon.

A search of the car failed to unearth their fishing equipment. They had forgotten to take it!

Mil'kee Bow Best of Year For Cavalcade

Admishes Hit 7,827

MILWAUKEE, July 9.—With cooler weather following some exceedingly hot days and nights, Al Wagner's Cavalcade of Amusements got away to a big start here Thursday (7), with 7,827 paid admissions. Org, playing the lake front under auspices of the Fire Department, stays here thru Saturday (16).

Show officials, in reporting actual paid admission count, said it was the biggest opening day of the season for the org. Shows and concessions led the money-getting parade, with the rides, while doing okay business, off considering the crowd.

Org closed its Hammond, Ind., stand Tuesday (5), moving here Wednesday. Hammond stand, despite the three-day holiday week-end, was not up to expectations. The hot weather hurt daytime business Saturday, Sunday and Monday (2-4).

Friday (8) the weather was cloudy in the afternoon but warm and business was brisk. Show officials expect big business today and Sunday (9-10).

J. Raymond Morris, Cavalcade bill poster, suffered a fractured leg, knee and arm injuries, when his car went off the highway and into a ditch near Racine, Wis. He is in St. Mary's Hospital, Racine. Morris said something went wrong with the car's steering apparatus and he was unable to control the car.

Meyerhoff Says Regina Date O.K. But Below 1947

REGINA, Sask., July 9.—Business was good but below former years for Henry Meyerhoff's Crescent Shows, from Penticton, B. C., on a six-day stand here, June 20-25, under Canadian Legion auspices.

Meyerhoff reported a 20 per cent decline from 1947, his last appearance here. He also had been in Regina in 1944, '45 and '46.

Weather was excellent, with only a spot of rain on the final night. Lot was the Market Square, close to the heart of the city.

The Crescent org opened the season April 11 in Penticton and will close there October 15. Up to Regina, Meyerhoff reported, weather had been good with the exception of Calgary, Edmonton and New Westminster, where org encountered rain.

Top grossers to date among rides are Tilt-a-Whirl, Caterpillar, Little Dip, making its first bow in Western Canada, and Spitfire.

Swede Neilson, with his trained horse, is playing to good busines.

Royal American Registers Okay Business in Brandon, Winnipeg; Sedlmayr Suffers Broken Arm

BRANDON, Man., July 9.—Royal American Shows moved out of here today and headed for Calgary where it will provide the midway attractions for the annual Calgary Stampede and Exhibition (11-16). C. J. Sedlmayr Sr., RAS owner, reported business here at Manitoba Provincial Exhibition (4-8) ahead of last year, with Gypsy Rose Lee topping the shows, followed closely by Terrell Jacobs and his Wild Animal Circus, Leon Claxton's *Harlem in Havana* and Lorow Bros.' Side Show. Admish on the Lee show here was 75 cents, in contrast to the $1 charge for the Sally Rand Show, featured by RAS here last year.

Sedlmayr is carrying his left arm in a sling, the result of a fall on the steps of the office in Winnipeg the week before. He suffered a bad break in the upper arm.

The 10-day stand in Winnipeg, Sedlmayr said, registered a 22 per cent increase in gross receipts over a year ago. Org had two days of rain but even that didn't stop the crowds jamming the midway. Thursday, Friday and Saturday (23-25) were the org's three biggest days. Attendance those days, according to Sedlmayr, was the biggest ever registered in Winnipeg by the RAS org.

Gypsy Rose Lee scored heavily here, and Claxton's revue almost doubled its gross of a year ago. Heavy grosses also were reported by the Side Show, Jacobs' Show, Motordrome, Monkey Show and the Midget and Reptile shows. Rides and concessions registered their biggest grosses since opening.

Coverage by both the press and radio in Winnipeg was heavy, org getting two hours of daily free broadcasts. Sedlmayr and his shows were hosts to 300 carrier boys of *The Winnipeg Tribune*, which gave with plenty of space, and the RAS Shrine Club was host to 250 underprivileged children at a special matinee Tuesday (28). Sedlmayr was presented with a plaque by the Elks' Club for his work with underprivileged kids. Presentation was made by Don MacKay, chairman of the Elks' entertainment committee, and Leon Claxton was emsee. Sedlmayr also was host to patients of the Winnipeg Crippled Children's Hospital Wednesday (29).

Notes: RAS Shrine Club members, their wives and guests, were guests of Malcolm McDiarmid at his estate. Mrs. Nat D. Rodgers, wife of the club's acting president in the absence of President Cortez Lorow, was presented with a bouquet of roses. . . . Julio deDiego, artist-husband of Gypsy Rose Lee, left by plane from Winnipeg for Denver to teach art at the University of Colorado. He planned to be on hand, however, for the Stampede in Calgary.

Rain Hits Tinsley July 4 in Atlanta

ATLANTA, July 9.—Opening here Monday (4), org did a good business until mid-afternoon when rain hit. It lasted for about an hour, but once over, the folks drifted back on the midway and the day was successful.

Show, spotted in Buckhead, a suburb of Atlanta, moves from here to Bankhead, another Atlanta suburb, and like Buckhead, a maiden spot.

Pop Hewitt and his daughter, Naomi, continue to garner top money with their Snake Show. Pop reports business 25 per cent ahead for the corresponding period a year ago.

Brownie the Clown joined here and also will have charge of uptown advertising. Lee Alcido, of Sid Alcido's Sky Rockets, completed his house car and Sid completed painting all his rolling stock white with blue trim. Mrs. Carl Kalansky and four sons joined Carl here, coming from their home in Miami. Ralph Crandall joined his parents, Curley and Margaret, after graduation from New Brunswick, N. J., high school. E. C. Weber, who with his wife, May, and son, Junior, operate the cotton candy and photo concessions, report good business.

Mil'kee Gives Hennies Bros. Okay Business

Crowds Big, Spending Off

RACINE, Wis., July 9.—Hennies Bros.' Shows moved in here Thursday from a highly successful Milwaukee stand and opened Friday night (8) for a seven-day stand.

Attendance at Milwaukee was big, show officials reported, but spending was not up to previous years. The date, however, went into the books as a big winner.

The holiday week-end, Saturday thru Monday (2-4), gave with plenty of business, especially at night. Afternoon biz those three days was short of average, however, due to extreme heat. The kiddie matinee Saturday (2) was lighter than expected, but night biz was beyond expectations. Monday (4) business, both day and night, was excellent.

Harry Hennies, owner, made his first visit to the shows Saturday night and was welcomed with a jammed midway. Hennies, who underwent an operation in Temple, Tex., reported he is feeling okay. With his wife and Mr. and Mrs. B. S. Gerety, he took off from here for a fishing trip in Canada.

Org moves from here, following the seven-day stand, to Madison, Wis.

Bigger Crowds Give Buck Par Gross in Keene

KEENE, N. H., July 9.—While spending was off about 20 per cent, bigger crowds resulted in this annual Fourth of July spot holding up for O. C. Buck Exposition. Extremely hot weather hurt afternoon attendance but cool nights brought the crowds out. The Saturday (2) matinee was well attended. The seven-day stand ended on the holiday.

A big bonfire Sunday night (3) and a fireworks display the next night brought out record attendances. Capt. Clayton Campbell's Monkey Circus grossed big as did Pop Kuntz's Side Show.

The Jamboree, postponed until Thursday night (30), was well attended. Chairman Eugene O'Donnell reported a gross of about $400 from sale of tickets, auctioning of two watches and sale of box lunches. Entertainment was provided by Roxie Lee and the Campbells.

A new marquee has been purchased for the Motordrome front to cover the bally and ticket boxes. New banners and bally cloth are on order for the dog and pony show managed by Orville Hagan.

Visitors included Mrs. O. C. Buck and son, Oscar Charles Jr., and Ann Connors, a guest of the Bucks; Jimmie Van Helman, of the King Reid Shows, and Johnny Kline Jr.

JJJ Unshutters La Fayette, Ind.

LA FAYETTE, Ind., July 9.—This city and surrounding Tippecanoe County, closed to carnivals for several years, have relaxed the ban and approved a permit for exhibition of the Johnny J. Jones Exposition at Speedway Stadium here this summer.

Action was taken at a special meeting held at the courthouse and attended by Joseph Crum, George Brassie and Gene Bailey, county commissioners; Harry Jackson, sheriff, and R. D. Swartz, manager of LaFayette Speedway Corporation, owners of the grounds. Ralph G. Lockett represented JJJ in negotiations.

Location of the Speedway Stadium at an intersection of heavily traversed streets with parking space and Friday night racing is regarded as an ideal site.

Late Opening, Weather Hurts Dodson's Org

Part of July 4 Ruined

NEGAUNEE, Mich., July 9.—Arriving here early Sunday (3) from Menominee, Mich., Dodson's Imperial Shows were unable to get on the lot because of rain and the condition of the area. As a result, the shows didn't open until 3 p. m., July 4, cutting deeply into the org's receipts. Night business, however, was big.

Rest of the week the show was hit by cool weather, topcoats being in order most nights this week. This was in sharp contrast to other spots in the Midwest plagued by heat.

Org closed at Menominee Saturday night (2). Stand there proved big with rides, shows and concessions reporting the best business since the Madison, Wis., stand. Show was spotted little more than a mile from town and shuttle busses were run to the grounds.

C. W. (Chick) Franklin used the bike giveaway in Menominee with good results. Plenty of radio flack to publicize the event helped.

Top money getters among the shows were Ray Cramer's Side Show, Art Martin's Girl Show and Captain Ritz's Motordrome. The Kiddleland was top grosser, with Laff in the Dark, Caterpillar and Tilt-A-Whirl following in that order.

Harry Clark joined in Menominee with his *Harlem After Midnight* revue. Cast includes Pee-Wee Cheatum, dancer, Butter Beans and Susie.

Charlie Stephens Dies In Fargo, N. Dakota

FARGO, N. D., July 9.—Charlie Stephens, showman and concessionaire for the past 35 years, died recently in Veterans' Hospital here of bone cancer. A patient in Veterans' Hospital, Des Moines, for the past two months, he had shown enough improvement to be given a 30-day leave of absence.

Stephens had been associated with the Patterson, Wortham, Beckmann & Gerety and Royal American Shows, and at the time of death was with the Home State Shows.

Survived by his widow, Inez; father, J. P. Stephens, and a brother, Harry, of St. Joseph, Mo., formerly with a number of carnivals.

Military burial services were held in Des Moines.

16 Rides, 17 Shows Listed At Anderson

Hot Weather Tough Foe

ANDERSON, Ind., July 9.—The midway at the Anderson Free Fair here (4-9) featured 16 rides and 17 shows. F. E. Gooding Amusements furnishing most of the former, and Ray Marsh Brydon most of the shows.

Hot, humid weather was the main reason for the light take, but fair officials also pointed out that it was just another proof that money isn't as plentiful as formerly.

When the fair winds up its six-day run tonight, chances are the ledger will show the rides garnered a favorable take. The shows, however, figure to be on the short side.

Thru Wednesday night (6) the temperatures had hovered around the 95 mark since the annual opened. This made for light afternoon biz, with nights better. Most shows, because of the weather and the small crowds, didn't bother to open during the day. Rides, however, went at full blast and a special kiddie day Wednesday proved a winner.

Of Gooding's 16 rides, seven were his own. The others were contracted by Gooding to independent operators. In the show department, Brydon furnished 11 and Gooding six. Both shows and rides were in tip-top shape, giving the midway plenty of flash. Brydon and Gooding saw to it that every show had strong fronts, with plenty of banners and lights. Jimmy Wolf, Gooding's scenic artist, was on hand to supervise the retouching of all rides.

Shows booked in by Brydon included Singer's Midgets, featuring Stepin Fetchit, Midget Animals, Big Team, Posing Show, Pin Head Show, Seven-Legged Cow, Freak Animal Show, Peep Show, Fun Ship, Torture Show and Creation Show. Booked by Gooding were the Circus Side Show, Mystic Maze, Penny Arcade, Mechanical Circus, Fun-in-Dark and Funhouse. Brydon reported his shows move next week to North Chicago for the American Legion and civic clubs in Foss Park.

Ride line-up included a Merry-Go-Round, twin Ferris Wheels, Tilt-a-Whirl, Octopus, Flying Scooter, Hurricane, Rock-o-Plane, Looper, Barrel of Fun, Bubble Bounce, Caterpillar and five kiddie rides. Kiddie rides, owned by Charles Ingals, Coldwater, Mich., were Merry-Go-Round, Buggy Ride, Auto Ride, miniature train and airplane.

Gooding executive staff here consisted of Gil Frantz, manager; Mrs. Gil Frantz, secretary; Ernest Hook, electrician, and Bill Leisure, lot superintendent. Ride and show personnel follow:

Rides

Merry-Go-Round, Charles Bane, Harry Loeke, Gilbert Ward. Ferris Wheel, Robert Taylor, foreman; Fred Ankrom, William Thurston, Rex Troutner. Tilt-a-Whirl, Walter Blocher, foreman; Charles Zimmerman, Cecil Paugh, Homer Spradlin. Octopus, Louis Nevergall, foreman; Ralph Fishburn, Joe Noel, Ray Dickerson. Flying Scooter, William Ohlers, foreman; Lennard Martz, Lyman Coward. Hurricane, Harold Bland, foreman; Harold Conrad, Laurence Gorman. Rock-o-Plane, Ross Ackley, foreman; Donald Bowen, John Williams. Looper, Charles Ingals, owner; Mrs Edwin Ingals, cashier; Arthur Schoonmaker, foreman; Ray Sparks, Donald Clifton, Bob Borstz. Barrel of Fun, Mr. and Mrs. Floyd Smith, owners-operators. Bubble Bounce, L. L. Custer, owner; Juanita Stephenson, cashier; Jim Weaver, foreman; Clyde Edwards, Jerry Weaver. Caterpillar, Bob Parker, owner; Charles Norene, foreman-manager; J. V. Farrington, Jim Bryant, Dick Andrews. Kiddie Auto, Clarence Hazlett. Kiddie Buggy Ride, Frank Skinner. Miniature train, Alvan Mills, foreman; Glorin Wilson, cashier. Kiddie Airplane, Gerald Hayes; kiddie ride cashier, Mrs. Earl Ingals.

Shows

Circus Side Show, Carl Lauther, owner; Raleigh Brandenburg, front man; Bill Lauther, Lee Haford, Jeffrey Sargent, Bill Fisher, tickets; acts, Peggy Wall, girl with horse's mane; Mabel Hamilton, iron tongue; Georgia Branham, Miss Electro; Monnie Hall, shooting thru the woman; Douglas Knight, human blockhead and fire eater; Cheeta, Hollywood gorilla; Tex Conroy, emsee and magician; Roscice Dawn, astrologist; Josephine, four-legged girl; Pee-Wee, steel skin marvel and torture dancer. Singer's Midgets, featuring Stepin Fetchit, Ronnie Street; emsee, Lefty Lacelle, and Tom August, tickets; Frenchy Frense, talker. Pin Head Show, Doc Ward, owner. Crystal Maze, Harvey Wilson, owner. Big Team, Mr. Smith, owner. Penny Arcade, E. A. Howard, owner. Mechanical Circus, Ames Youngblood, owner; Mr. and Mrs. Paul Cronin, operators. Fun-in-Dark, Jay Ramsdall, owner; John Dogner, Charles Latham, John Kastner. Midget Cattle Show, Mr. and Mrs. Cecil Meyers, owners. Freak Animal Show, Delbert Hall, manager. Posing Show, Joe Sciortino, manager. Funhouse, Too Zacchini, owner. Torture Show, Glenn Porter, owner; Carl Hada, manager; Whitey Miller, talker; Richard McClurkin, tickets. Mystic Maze, Harvey T. Miller, owner; Mrs. Miller, tickets, Raymond Johnson, helper. Creation Show, Jesse and Etta Marsh, owners.



JACK GALLUPPO, who has the Girl Revue, Posing Show and cookhouse on the Sunset Amusement Company, recently completed this new front for his Girl Revue and added several new acts. Galluppo is marking his 29th year in show business.

Conn. D. A. Warns Orgs Using Racket

HARTFORD, Conn., July 9.—Bernard A. Kosicki, Middlesex County State's attorney, has announced that his office will be keeping an eye on carnivals and other outdoor amusements this summer.

Carnivals, Kosicki says, must cut out gambling, immoral exhibitions and phony exhibits which are intended to defraud the public. No community, he adds, will be free from supervision the minute a carnival or a fair goes into operation, and, furthermore, it will not make any difference who shares in the proceeds.

"The character or motive of the sponsor has nothing whatever to do with the legality or illegality of the enterprise," Kosicki said.

State police last week warned all carnivals, bazaars and amusement parks in Fairfield County that on orders from State's attorney Lorin Willis that all wheels must be eliminated. This week concessions using bumper cars were added to the banned list.

The only games allowed are those of skill and dart concessions, it was said.

Bodart's Shows Hit By G. Forks Storm; Loss Placed at 35G

GRAND FORKS, N. D., July 9.—Bodart's Shows, on the midway at the Greater Grand Forks State Fair here June 27-July 2, suffered a $3,000 loss Sunday night (26) when a heavy wind, accompanied by rain, struck the shows, blowing down fronts and ripping canvas on shows, rides and concessions.

Business was called average by show officials. Concessionaires found business slow until Friday (1). That day saw more than 6,000 persons on the midway. One concessionaire reported, "We really made a killing that day."

BREWER WANTS GRIDDLE MAN
Cook House Help
WALLACE AND MURRAY SHOWS
Galion, Ohio

MAKE HAY WITH TRIPLE AAA
A Promotion, a Celebration, a Fair, Until Wood Chucks Chuck, Ladd, Ill., Streets This Week; G G Celebration, City Park, Galena, Ill., Next Week
Want Shows, Legitimate Concessions, Ride Help and Concession Agents; will be placed, come on. If not "clean as a whistle" stay where you are. Contact
DYER'S GREATER SHOWS

Graceland Greater Shows
Want Cookhouse, Photo Gallery, Pitch-Till-You-Win. Eddie Gold, come on. Ride Help: Foreman for Chairplane, Ferris Wheel; Second Men for all eight rides. Shows: Side Show, Girl Show, Monkey Show, Snake Show.
All replies to
Harry Alkon
Pittsfield, Ill., this week.

WANTED
For Williamston, N. C.
Marines' Pay Day
Agents for Roll Down, Pea Pool, Bingo Caller; must be good. Wire or come on. Working every week. Mike Pearman, contact.
CHILE SMALL
c/o Jas. M. Raftery Shows
Williamston, N. C., this week.

MOSHER SHOW WANTS
Concessions—Small Cook House, Bingo. Rides—No. 5 Eli, Spitfire or Tilt. Street fairs and celebrations. James Freitos, wire Western Union, Prescott, Mich., this week.

UNITED STATES SHOWS
WANT Bumper, String Game, Photo Gallery, center Hoop-la, Novelties and all Hanky Panks for fairs.
WANT Snake Show and one more Kiddie Ride.
Varney, W. Va., July 11-16; Matewan, W. Va., July 18-23; Eskdale, W. Va., July 25-30; Whitesville, W. Va., August 1-6; Nicholas County Fair, Summersville, W. Va., Aug. 8-13; then the great Pocahontas Co. Fair, Marlinton, W. Va., Aug. 15-20; then Clay Co. Fair, Clay, W. Va., Aug. 22-27; then Braxton County Fair, Sutton, W. Va., Aug. 29-Sept. 3; then Webster County Fair at Webster Springs (Camp Ceasar), W. Va., Sept. 5-10; Belington, W. Va., Fair, Sept. 15-17; then the Barbour County Fair and Street Fair at Phillipi, W. Va., Sept. 21-24. All dates from July 11 positively red ones.
Address L. P. Brady, Varney, W. Va., this week

BEE'S OLD RELIABLE SHOWS, INC.
WANTS WANTS WANTS
For Anderson County Fair, Lawrenceburg, Ky., July 18-23; Mercer County Fair, Harrisburg, Ky., July 25-30, with all fairs to follow
Concessions—Want Custard, Snow Ball Novelty, Ball Games, Long Range Gallery, String, Bowling Alley, Hoop-la, Hanky Pank of all kinds, Photos, Cane Rack, American Milt Camp, Diggers, Roleries, or what have you? Wire if you want space. Rides—Spitfire, Looper, Flying Scooter, Train or any other ride not conflicting; low percentage.
Shows—Can place Monkey, Unborn, Illusion, Motordrome or any others not conflicting. Want girls for Girl Show. Have small top, want something to put in same. Can place useful Show People in all departments. Especially want Agents for Set and other Games. Address all replies to Morehead, Ky., this week.

CUMBERLAND VALLEY SHOWS
Want Cookhouse for two still dates and twelve bona fide fairs. Want one that will cater to show people and will open on Sunday and serve one meal. Must be A-1.
Want Age and Weight, String Game, Ball Game, High Striker and a few more Stock Stores.
Want any capable Shows that do not conflict.
Address all mail and wires to
ELLIS WINTON
Cookeville, Tenn., this week.

PLAYING THE CREAM OF THE SOUTH
We are heading for the Tobacco Markets. Have good proposition for Bingo and two Kiddie Rides. Can use few more Hanky Panks, Shows not conflicting with Jig Show, Wild Life, Snakes, Girl Show. Can place 10-in-1. Tex, Show Painter, come on. Doc White, contact. David Seymour, Jimmie Ross, Curley Nelson, Shorty Bell; Johnny, who operated Nail Game for me; Tex, who operated Hit and Miss, get in touch with Mrs. H. Cole.
JOHNNY CARRUSO, Mgr., or BUD POINT, Asst. Mgr.
VETERANS EXPOSITION SHOWS
COLLEGE PARK, GA.

THOMAS AMUSEMENT ENTERPRISES
Want Ride Help on all rides. Concessions all open except Bingo. Want Cook House and Caramel Corn
Fairs starting August 1, Cicero, Hamlet, Greencastle, Fortville, Monon, Warren; all Indiana
Dave Little wants People for Hillbilly Show. Out until October.
Francesville, Ind., all this week
T. J. SMITH, Mgr.; CLIFF THOMAS, Owner

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WEEK JULY, AUGUST OR SEPTEMBER
Rides, Shows, Concessions. Sponsored by Tioga Vol. Fire Co. Contact
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Phone 1783

MIDWAY CONFAB

To make a general agent unhappy one has only to ask him how often fairs should change midways.

Anyone knowing the whereabouts of **Dick Johnson,** supposedly traveling with a carnival, is asked to have him contact **Robert Ecklund,** 619 Holland Street, Erie, Pa. Ecklund says Johnson's mother is seriously ill there. . . . Having closed with the Joseph J. Kirkwood Shows, **Georgia Spears Jr.** and **Lew Alter's** 10-in-1 Show have joined the Jack J. Perry Shows. . . . **Frank H. Board,** home and farm electrical exhibitor, visited the Cetlin & Wilson Shows during the org's stand in Bluefield, W. Va., under American Legion Post auspices, and renewed acquaintances with Co-Owners **Izzy Cetlin** and **John W. (Jack) Wilson.** . . . **Jack (Humpy) Cochran** is still confined to his home in Hannibal, Mo., where he has been bedfast for 14 months. He'd like to read letters from friends.

If there are any undeveloped areas in America, it's not the fault of the $15-per-foot fairground concession locators.

Pat (Red Neck) Purcell, general agent for Johnny J. Jones Exposition, was laid up for a few days with an injured toe, the result of stepping on a rock. "Agnes (Mrs. Purcell) had doctors swoop down and around and over me. I'm glad it happened as I found the blood pressure is perfect and the ticker okay," Pat reported. . . . **Herb Shive,** general agent for Lawrence Greater Shows, is in Hines Veterans' Hospital, Hines, Ill., being treated for an injured eye. He expects to be there for at least three weeks. His address at Hines is E-362. . . . Governor Gibson, of Vermont, and party visited the King Reid Shows in Barre, Vt., as guests of Owner King Reid, who in addition to operating his carnival, is a member of the Vermont Legislature.

Carnival business is held together by people who do their work every day because they're hungry and have to.

Colonel Casper, lilliputian of the Johnny J. Jones org, was interviewed at the show's Syracuse stand last week over WOLF on "Buckaroo Time" disk-jockey program. In another interview, over WAGE (ABC), American Broadcasting Company, the principal was **Anita Marie,** star of Allen Gilbert's "New York Follies." At the previous stand, Warren, Pa., WNAE, Mutual Broadcasting System (MBS), featured the unloading operation on its evening news schedule and in an interview with **Art Jones,** snake trainer-collector who recently took over the Zoma Show. Press Agent Jay Leipzig arranged the programs.

Some day a show talker is going to tell his tips that his actors are outdoor performers, positively not from Hollywood, and make a lot of money.

Mrs. Grace Ziegler, widow of Charles Ziegler, former owner of the Tri-State Shows, visited the Happy Holiday Shows at Brighton, Mich., Sunday (3). Mrs. Ziegler now operates a small park at Island Lake, near Brighton. She is assisted by her nephew, **Richard Curtis,** and **John Choyke.** . . . Visitors in Milwaukee during Hennies Bros.' stand there included **Al Wagner, Louie Berger, Joe Scholibo** and **Ray Morris,** all of the Cavalcade of Amusements. Cavalcade followed the Hennies org into Milwaukee. . . . **Denise Darnell,** of the Out of This World Show, and

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$30.00 Mounted Buffalo Head. Fine condition.
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FOR TWIN WHEELS, ALSO SECOND MAN. ADDRESS:

WILLIAM T. COLLINS SHOWS
Fessenden, N. D., this week; then per route.

SMITH AMUSEMENT CO.

HELP—Electrician, Mix-Up Foreman. CONCESSIONS—Bingo, Nail Store, Photo, Palmistry, Swinger, Pop Corn. SHOWS—Wild Life. Fun Show, Man to take Snake and Rat Show. AGENTS—Skillo, Rolldown. RIDES—Train, Roll-o-Plane. Purcell, Okla., Seminole Oil Celebration. Celebrations and Fair to follow.

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McClain Hotel Purcell, Okla.

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R. R. #3, Box 1534 Kirkwood, Mo.
(Phone: Walnut 7691)

WANT RIDE HELP WANT

Foremen on Octopus, Merry-Go-Round, Chairplane; top wages. Second Men on all Rides, wages from $35.00 up. Prefer Men with chauffeur's license.

Veterans United Shows
Manson, Iowa, July 14-17; Lakeview, 18-20; then as per route.

AGENTS WANTED

TED CORY WANTS

Roll Down and Blower Agents. Other Concession Help.
c/o HALE'S SHOWS, Clinton, Mo., now; then per route. Ten Iowa and Nebraska Fairs.

WANTED

Good Hill Foreman. Top salary. Good Ferris Wheel Foreman. Concessions and Shows of all kinds.

MOUND CITY SHOWS
Waverly, Ill., this week.

WANT

First class Ferris Wheel Foreman, semi driver. Must be sober and reliable. $50 per week, plus $10 bonus each move.

D. VAN BILLIARD
Kennett Square, Pa., until July 16; Roxboro, Philadelphia, Pa., 18-23.

Chick Boyer, talker on Mrs. Grundy's Posing Show, both on the Hennies org, were married in Milwaukee Saturday (2). Following the wedding, a party was held in the Girl Show top.

Managers see good business ahead at fairs, which means we have only four more weeks to wait.

North Battleford, Sask., is being deluged with outdoor attractions this season and, as a result, the George Hamilton's Golden Gate Shows were denied a license to play there . . . Vincent J. Chouinard, who has sold the rides he formerly operated with his brothers, Leonard J. and Bernard J., to the Royal Empire Shows, booked concessions for a festival sponsored by St. Raymond's Catholic Church, Detroit, July 7-14. Elmer F. Cote furnished the rides. . . . Cowboy and Mary King are out of the hospital and are working North Dakota territory with their show.

Perhaps there wouldn't be so many May and December carnival weddings if the first of May gals were hep.

Jean Bigsby returned to Doral Deshon's Follies on the Capital City Shows after a visit with her family in Carrollton, Ga. . . . Mrs. Ruby Patterson is seriously ill in the Clarksville, Tenn., Hospital, she having blood poisoning. Dr. Griffin is in charge. . . . Cecil Meyers, owner of a Midget Cattle Show, reports that as a result of his appearing on the RFD America program over the National Broadcasting Company May 26, he has received letters from practically every State in the Union regarding his show. Meyers had his show at the Anderson, Ind., Free Fair last week.

Instead of criticism, any lot layout man should be given praise for not throwing down his location stakes and quitting.

F. A. (Dutch) Loeber, general agent for the Southern Valley Shows, and Zina Mae Smiley, who has the jewelry concession on the same show, were married July 1 in Mount Vernon, Ill. Mr. and Mrs. Eddie Moran, Southern Valley owners, were best man and matron of honor, and were hosts at a wedding dinner in the Hotel Emmerson, Mount Vernon, following the ceremony.

Giving prizes to girl talkers to induce them to enter barkers' contests at fairs seems unnecessary, altho it might improve the quality.

Jimmy Hurd and Julius Kuhnel, who joined the Royal Crown Shows with their Side Show in Marietta, O., have been doing satisfactory biz. Attractions include Susie, elephant-skin girl; Shepherd of the Holy Land; Tom Thompson, tattooed artist; Claire Carlisle, electric act; Pop Todd, magic; Adrian-Adriane; Mr. and Mrs. Jack Shaeffer, mentalists; Ralph Custer, illusion; Mrs. Anna Kuhnel and Frank Crawley, cashiers; Mrs. Gerry Hurd, Annex with Birth of Twins; Hurd and Kuhnel handle front; Harley Sayre is prop man and Larry Sayres, canvasman. Hurd and Kuhnel are building a new show to open at Logansport, Ind., Fair. It will have new banners and top. All rides and shows of Royal Crown are being painted for the fairs.

Yesteryear's rounder has gotten to an age where he can lead in complaints about the actions of young showmen of today, and he's a leader because experience is the best teacher.

Del Mar, Calif., notes: Newton and Dorothy Stone, formerly with Prell's Broadway Shows, played their second year at the San Diego County Fair. They will join the Foley & Burk Shows soon. The Stones debuted their new stand on a Golden Gate Trailer. . . . Ethel Smith took over a cork gallery on the Ferris Greater Shows midway at the San Diego Fair while Lee Smith continued to run the photograph concession. . . . O. N. Crafts, of the Crafts Shows visited the Ferris midway . . . Flora and Warren McMenus and Viola and Bill McMenus took their eating stand from Del Mar to the Sacramento County Fair in Galt. . . . Al Flint, executive secretary of the Pacific Coast Showmen's Association in Los Angeles, visited the Ferris org. . . . C. E. (Candy) Moore had three concessions. He ran a ball game with Jimmy Rue as agent; cat game, Roy Miller, and ham and bacon, E. P. Rose. . . . Harry Hull made his first appearance on a carnival midway in 27 years with a 30-foot front blanket stand in Del Mar. . . . Carl Terrell had the Motordrome with Kenny Webster, rider, and Mabel Heckler, tickets. . . . Curtis Prosser had a good spot at the fair with his Monkeydrome. Fay Prosser handled the tickets as did Ronnie Bailey. . . . Slim Mohr handled novelties for Earl Schoen, San Diego concessionaire, who had 11 stands. . . . Hap and Mrs. Young, the former Relley Castle, entertained at a party Thursday night (30). Hap Young received notice his brother passed away in Long Beach. . . . Mary and Harry Taylor had their same old spot on the Del Mar midway with their ice cream concession. . . . Rudy Jacobi visited, as did Lucile King. . . . Joe Krug, well-known concessionaire, had two eating spots on the grounds. . . . Doreen Dyke handled the fish bowl game. . . . Clarence Kramer, Ferris concessionaire, won the bank night prize of $33 given by the PCSA members.

WANTED NOVELTIES

Everything else sold.

7 Big Days—7 Big Nights

One Hundred Year Centennial

WIRE

LOUIE INCROCCI

31 PRIDE ST. PITTSBURGH, PA.

ATTENTION, FRED POPE

WANTED

CHAIRPLANE or other Major Ride for balance of season.

Shows—Snake, Five-in-One, Plant, Illusion, Motor Drome, Fun House, Arcade.

Concessions—Age and Scale, Bumper, Wheels that work for Stock, Cork Gallery, Photo, Novelties.

KEYSTONE ATTRACTIONS, INC.

MEL SOBER, Mgr.

PENNBROOK, Pa., July 11-16

NEWPORT, July 18-23

CONCESSIONS WANTED

KIMBERTON, PA., FAIR—JULY 19-30

WEST END FAIR—AUGUST 31

PEN ARGYL, PA.—SEPT. 2-4

Choice locations opposite rides in all spots. Limited space only. State what you have.

P. E. REITHOFFER

BOX 69 DALLAS, PENNA.

FOR SALE

Roll-a-Whirl Ride, like new. Pulls back of car, ready to operate in 30 minutes. Dissolving partnership is reason for selling. Contact

MARJORIE MILLER

c/o W. O. WADE'S #2 UNIT

Lexington, Mich., July 14-17; or per route.

WANT

A Carnival for Spencerville, Ohio, Fire Dept. Street Fair, July 25-30. Complete Carnival contact

LANE AGENCY

R. R. 1, Box 3 Bluffton, Ind.

(Also have three other Street Fairs.)

WORLD of TODAY SHOWS

TWO SHOWS COMBINED IN ONE

WANTED WANTED WANTED

ENLARGING FOR OUR MAJOR FAIRS

HELP WANTED—Fun House and Glass House Operators to take charge and operate. Elaborate neon fronts. Can use first class Electrician, Mechanic's Helper. Second and Third Men on all Rides. Have two beautiful Girl Show wagon fronts fully equipped front and back for party with not less than eight Girls with wardrobe. Bob Edwards, attention: Get in touch with Ralph Clawson, have a wonderful proposition for you here. Zeno Carter wants one Nail Game Agent. Can use Count Store Agent and one Bowling Alley Agent, replacing Chuck Magid. Place Agent for Pea Pool and Pan Game. Can place Slum Concessions of all kinds. Have wonderful route for you. John L. Parker can use Dancers, Comedians and Musicians on Jig Show. Pay day every week.

MITCHELL, S. DAK., JULY 11 TO 16TH; YANKTON, S. DAK., 18 TO 23.

GARDEN STATE SHOWS

WANT ★ WANT ★ WANT ★ WANT ★ WANT ★ WANT

For the following route of FAIRS and CELEBRATIONS, starting next week: MINE HILL, N. J., FAIR, July 18-23; MT. FREEDOM, N. J., FAIR, July 25-30; WASHINGTON, N. J., FIREMEN'S FAIR, August 1-6; BRANCHVILLE, N. J., SUSSEX COUNTY FARM FAIR AND HORSE SHOW, August 10-13; PALMYRA, PA., CIVIC CELEBRATION, August 15-20; LIGONIER VALLEY FAIR, Ligonier, Pa., August 22-27; then Eastern Pennsylvania's Greatest Labor Day spot, the GREAT CARBON COUNTY FAIR, Lehighton, Pa., September 5-10; others to be announced at latter date.

Will place Octopus, Rollo-Plane and Merry-Go-Round for balance of season. Shows of all kinds with own equipment. Have one 20 by 40 show top if you have something to put in it. Want Penny Arcade. Johnny Eck, contact. All Concessions open at fairs, no Exclusives; some percentage to those with other Concessions. Jimmie Tiernan wants Count Store Agents, Clothespin Agents, PC and Ball Game Agents; also capable Operator for Candy Floss. York, Pa., all this week: Mine Hill N. J., next week.

R. H. MINER JR., General Manager J. E. (JIMMIE) TIERNAN, Business Manager

LANCASTER, N. Y., CENTENNIAL 100TH ANNIVERSARY

Gigantic parades every night. Free cars given away on the Midway. More than 100,000 people will attend this anniversary.

Can place legitimate Concessions of all kinds. All eating concessions already sold. Also Bingo.

Can also place Wild Life.

Address all mail or wires to either party

HOWARD POTTER	LLOYD D. SERFASS
BUFFALO SHOWS	**PENN PREMIER SHOWS**
ANDOVER, N. Y.	BOLIVAR, N. Y.

ROGERS GREATER SHOWS

WANTED

Ferris Wheel Man. Earl Coffman, Earl Harv, Keep Guthrie and others, contact me. Merry-Go-Round Men. Chuck Caman, Kiddie Ride Man and Tilt-a-Whirl Men, come on.

Mt. Vernon, Ill., Fair, July 11-16; Harrisburg, Ill., Fair follows.

Also want first-class Mechanic. H. V. Scott, answer.

fidlers United Shows

WANT FOR ENTIRE SEASON STARTING NOW

Ride Foremen and Second Men on our 15 Rides. Especially want Fly-o-Plane and Tilt Foremen. Ride Help must drive semis and remain sober. Shows with or without own equipment and transportation. Especially want Girl Shows. Legitimate Concessions of all kinds. Some Hanky Panks open. Address:

SHAWANO, WIS., THIS WEEK; EAU CLAIRE, WIS., TO FOLLOW.

MAJESTIC GREATER SHOWS

WANT FOR FOLLOWING MICHIGAN FAIRS:

ROMEO PEACH FESTIVAL
September 3-5
150,000 people—on the streets

ALPENA FREE FAIR
September 5-10
Largest Fair in Northern Michigan

BERLIN FAIR
Marne—August 23-27

MILFORD FAIR
August 9-13

FIRST CALL **Coopersville Annual Homecoming** ***FIRST CALL***
August 4-5-6
on the streets

Rides that do not conflict. Legitimate Merchandise Concessions, Pop Corn, Apples, Floss, Lead Galleries, Grab, Ball Games, few Percentage Stands, Diggers, Mitt Camps, Ice Cream. Shows of all kinds beginning at Milford, Aug. 9. We hold fence to fence contracts on all spots above

All Address

SAM GOLDSTEIN or LEONARD GOULD, 2772 E. 75th Street, Chicago, Illinois

ALAMO EXPOSITION SHOWS

WANTED WANTED WANTED

FOR 12 FAIRS AND CELEBRATIONS

COMMENCING WITH ANTHONY, KAN., FAIR AND RACE MEET, JULY 18-23

Merchandise Concessions, Hanky Panks, Frozen Custard, Penny Arcade. John Hutchins can place Acts for Side Show. English Jack Saunders wants Count Store Agents. Joe Rosan, Bill French and Topsy Brumlow can also place Agents. Will book Shows of merit with own equipment for balance of season. Can place Bill Poster who can handle details ahead of Show. We furnish transportation. Can place Second Men on all Rides who can drive semis. Joe Murphy can place Dancing Girls. John Hutchins can place Middle Aged Woman in Illusions, also Ticket Sellers, man and wife preferred. We hold contract for Springfield, Mo., Ozark Empire District Fair and many other good dates. We stay out until the last week in November. **Route: Garden City, Kansas, July 11-16; then Anthony, Kansas, July 18-23; then Columbus, Kansas, July 25-30. All contact**

JACK RUBACK, Mgr.
Alamo Exposition Shows, Garden City, Kansas, then as per route.

TIVOLI EXPOSITION SHOWS

WANT FOR THE BIG ANNUAL "HOMECOMING CELEBRATION" (ON THE STREETS), CHRISMAN, ILL., JULY 18-23 INCL. WITH FOUR BIG CELEBRATIONS AND TEN FAIRS TO FOLLOW IN INDIANA, ILLINOIS, ARKANSAS, LOUISANA.

CONCESSIONS—Can place first class Cook House (this Show supports a first class one), Pop Corn, String Game, Jewelry, Candy Apples or any other Concessions that work for stock. No Grift. SHOWS—Motordrome (we play good Drome territory), Fun House, Glass House, Illusion, Animal Shows or any Show of merit.

WIRE NOW—DON'T WASTE TIME!!

TUSCOLA, ILL., July 11-16 INCLUSIVE; CHRISMAN, ILL., JULY 18-23 INCLUSIVE.

H. V. PETERSEN
MANAGER

B. J. COLLINS
GENERAL AGENT

O. C. BUCK SHOWS

CAN PLACE FOR

ELMIRA, N. Y., FAIR

AUGUST 14TH THRU 21ST

8 DAYS — 2 SUNDAYS

WILL BOOK 4 or 5 Major Rides and Kiddie Rides. (Any Rides booked will not be duplicated by Show-owned Rides.) CAN PLACE a few legitimate Concessions including Photos for the above date, also Gouverneur, Malone, Rhinebeck, Bath, Norris, all New York State Fairs, then Great Barrington, Mass., and Danbury, Conn. ROXIE LEE can place GIRLS for Girl Revue and Posing Show. CAN PLACE Second Man on Caterpillar. JOSEPH CONWAY, wire me immediately.

O. C. BUCK
Littleton, N. H., this week; then Fort Edward, N. Y., and as listed in The Billboard route list.

W·G·WADE Shows

WGW

MIDLAND, MICHIGAN, JULY 18 TO 23
First Big Show in City in 9 Years

CAN PLACE—Shows With Own Equipment.
FOR OUR SOLID FAIR ROUTE STARTING AFTER MIDLAND.

W. G. WADE SHOWS
Manistee, Mich., all this week; Gratiot County Fair, Ithaca, Mich., follows Midland.

FROM THE LOTS

Crafts 20 Big

(Editor's Note: The following was written by Virginia Kline, who visited the Crafts org during its Oakland stand.)

OAKLAND, Calif., July 9.—Org opened a two-week stand here June 21 which continued thru the July 4th holiday period. Location was ideal, lot being directly across from the Municipal Auditorium and within walking distance of town. Parking space was ample. Business was excellent.

Roger Warren, manager, and his assistant, Hank Arnold, did a great job laying out the shows and rides.

Spot Ragland, veteran manager of the Ragland-Korte concessions, is convalescing from a heart attack. Ruth Korte is directing the concessions. Minnie Pounds is Ruth's first assistant. Bill and Ruth McMahon are in the line-up, with Bill doing the work and Ruth heading the entertainment committee. Ruth, who has not been in good health for some time, reports she is feeling better.

John Levaggi manages the Levaggi-Cecchini concessions on the show. Louis Cecchini looks after their interests on the Larry Ferris and Schoonover California shows. Charlotte Warren manages the De-Luxe Show Restaurant and keeps everyone satisfied. Jeff Griffin is head chef.

Jack Keck manages the diggers and Derby for Jack Dyke and also helps with the radio advertising. J. W. Gilman, office secretary, was called to Los Angeles June 28 by the death of his mother. His wife accompanied him to the funeral.

Five birthdays were celebrated during the Oakland engagement. Those passing another milestone were Roger and Frank Warren, Harold Mook, George Bryant and Al Cecchini.

Owner Orville Crafts makes flying visits to the show in his plane. He reports purchase of several new International trucks and new trailers for the show. Mrs. Maybelle Crafts is in charge of their Long Beach interests and spends her time between there and her home in North Hollywood.

Visitors here included Lee Brandon, former general agent of Crafts 20 Big Shows and now with Schoonover's California Shows; Charlie and Edith Walpert, en route to their July 4th celebration date, and Mrs. Roger Warren, who flew up with Roger Jr., to celebrate his birthday.

Gulf Coast

LEBANON, Mo., July 9.—Shows moved in here from Springfield, Mo., where biz was satisfactory. Date was under the auspices of the American Legion, Post No. 69, which gave top co-operation.

F. M. Sutton received a wonderful surprise when little Edna Lou, his granddaughter, arrived on the shows to spend her vacation with her mother and father (Lucille and Bill Norwood). She was immediately fitted out with a complete cowgirl outfit to match the cowboy outfit of her brother, William Frank Norwood.

Mrs. Charles S. Read, the general agent's wife, was on the lot visiting and met the folks for the first time in the seven years that the writer has been with the shows. Mrs. Read was presented with a blanket as a present from the office.—CHARLES S. READ.

GROVE CITY, OHIO, HOMECOMING

JULY 21-22-23
ON THE MAIN STREETS

WANT

Legitimate Concessions Of All Kinds

GOODING AMUSEMENT COMPANY
1300 Norton Ave. Columbus, Ohio

STATE FAIR SHOWS

WANT

Show Mechanic with tools, Cook House, Photos, Penny Pitch, Jingle Board, Candy Floss, Custard, Snow, Novelties, legitimate Stock Concessions all open. Can place good Agents in Slum Skillo and Count Stores. Will book any Show except Side Show; others come on. Will book Diggers for season. Have 10 Kansas and Nebraska Fairs.

WIRE, DO NOT CALL

C. A. GOREE, MGR.
El Dorado, Kansas, this week.

WANTED WANTED

CONCESSIONS

Fish Pond, American Mitt Camp, String Game, Coke, Candy Floss; one of a kind.

Kiddieland Amusement
Lutesville, Mo., this week; or per route.

CAPELL BROS.' SHOWS

WANT WANT

CELEBRATION AND FAIRS UNTIL OCTOBER

WANT BINGO. HANKY PANKS OF ALL KINDS. (Maple Williams, wire.) Want sober Electrician and Mechanic. Can place Fly-o-Plane, Ride Help for 10 Rides. Want Circus Act, Family doing several turns preferred; top salary, pleasant conditions. Want Man to handle Elephant. ADDRESS:

H. N. "DOC" CAPELL
Muskogee, Okla., this week; Stillwell, Okla. Annual Reunion, next week; then per route.

P.S.: Al and Betty Hill, come on.

HELLER'S ACME SHOWS

Want Shows, Ride Help, Foreman on Chair-o-Plane and Spitfire. Want Concessions and P.C. Operators. Paquannock, N. J., this week; Franklin, N. J., week July 18-23. We have Lady of Mt. Carmel Celebration, Rosetta, Penna., week July 25; Cambridge, Maryland, Big Home Week Celebration, August 8 to 13; then the big Tasley Colored Fair, week of August 15 to 20. Good Still Dates in between. Out till Christmas.

Scotty, Anna Lee King and Dutch Whiteside, write or phone Wyckoff 4-0333M.

HARRY HELLER

RIDE HELP WANTED

First and Second Man for major Rides such as Wheel, Merry-Go-Round, Octopus, Loop-o-Plane. Can also use some Kid Ride Help. No, we have not lost our help. We operate on the beach from May to September, then Georgia and Florida until December. There is a difference in Park Help and Road Men. You must drive truck and have license, also stay sober. All replies to

JOHN B. DAVIS, Southern States Shows
LONG BEACH RESORT, PANAMA CITY, FLA.

WANTED

CONCESSIONS OF ALL KINDS

Must be legitimate, for Fraser, Michigan, July 20-24. One of Michigan's Biggest Homecomings. Others to follow. Write

W. G. WADE JR.
19728 Rowe Detroit, Michigan
Phone: VEnice 9-6371

KUNTZ BROS.' SHOWS

10 OFFICE OWNED RIDES

Still Dates till Labor Day, then the Fairs.

WANT

ALL CONCESSIONS except Ball Games, Duck Pond, Frozen Custard, Pop Corn, Cork Guns. SHOWS: Monkey, Snake, 10-in-1 or any Show with own transportation. RIDE HELP: Wheel, Chair-o-Plane and Octopus. Help who drive semis preferred. Drunks and floaters, save your time. Address:

55 Glenwood Ave., Leonia, N. J., or per route.

SCOTT LAMB

CAN PLACE

One Count Store Agent and one Skillo Agent. To date this Show has played 20 spots. Concessions have worked 20 spots. Show carries five Rides, four Shows and plays two spots a week. 12 bona fide fairs starting last week in July. Can always place capable People who can stay sober.
Wire

SCOTT LAMB
c/o Larry Nolan Shows
Oakley, Kan., July 11-16
P. S.—Can also place two Swinger Agents.

ROSE CITY SHOWS

Want for Tulia, Tex., Celebration
4 Big Days, Begining July 13th through 16th
Agents for Ball Game, Slum outfits, Set Joint. Agent for Roll Down. Want Floss Candy, Peanuts, Popcorn, Candy Apples, Novelties, Bumper, Cork Gallery, Lead Gallery, Frozen Custard, Mug outfit, Juice and Grab. Don't wire, come on.

W. E. KILGORE, Owner-Mgr.
ROSE CITY SHOWS
Routes—Tulia, July 11-16; Royse City, Tex. July 21-24.

W. E. ATTRACTIONS

CAN PLACE

Agents for Balloon Dart, Set Ball Game and String Games. Also experienced Ride Man on Mixup, must drive truck. Culleoka, Tenn., this week; then Chapel Hill. Don't write, come on.

W. E. WEST, Owner

EXPERIENCED RIDE HELP WANTED

Rock-o-Plane, Merry-Go-Round and Ferris Wheel.

Delgarian Amusement Co.
2303 Melvine Ave. Chicago 39, Ill.

B. & C. Exposition

POTSDAM, N. Y., July 9.—Shows moved here from Carthage, N. Y., where org had one of its best weeks of the season so far. Rides, shows and concessions did well, with crowds especially heavy Friday and Saturday (1-2) nights. The bicycle giveaway Saturday drew the kids and spending was brisk. The Sanfords' new sound car, with it flashy paint job, and the newly painted and wired marquee hypoed biz.

New concessions include the Barnes's flashy pitch-till-you-win, John Morley's cigarette gallery, operated by his wife; Red Wright's gold fish pitch and John Horne's new high striker, purchased for his wife.

July 4 afternoon was marred by heavy rain, but the weather cleared in the evening and a good crowd was out to see the fireworks. The new 10-in-one, World's Congress of Oddities, took top money in the back end, with the Merry-Go-Round continuing to top the rides.

Several new animals have been added to the Wild Life Show, and orders have been placed for snakes, lizards and alligators for the reptile shows. Everyone is preparing for the fairs which start in a few weeks.—MRS. RAY SANFORD.

Big Four Amusement

LAKE WAUCONDA, Ill., July 9.—Org closed a week's run here July 4. Previous date, Barrington, Ill., brought good biz.

The new Tilt-a-Whirl is topping the rides, with the Flying Scooter a close second. Show is booked to play the Chicagoland Festival, July 25-August 7.

Equipment, freshly painted, now includes seven rides and two light towers.

Carl Caloian has three hanky panks. Joe Whittle has two games, and Dunlap is back with his show. Bob Kenosian has a new custard machine. The Bellinis took delivery on a new house trailer.—FRANK BELLINI.

International

SENECA, Kan., July 9.—Shows played a red one July 4 at Wamego, Kan., with the midway crowded at all times except for an hour in the evening when rain stopped activity.

L. C. McCaffey, public relations director, and Mrs. McCaffey joined at Wamego. Mrs. McCaffey was recently discharged from the Mary Lanning Memorial Hospital in Hastings, Neb., following a major operation.

W. L. Borror also joined at Wamego with the cookhouse and had a bang-up July 4. Mr. and Mrs. Carl Ware joined at Clay Center, Kan., to take over the Girl shows and did well over the 4th. They are pulling a new 25-foot house trailer.

CONCESSIONS—WANTED—CONCESSIONS

CATLETTSBURG, KY., BIG CENTENNIAL CELEBRATION
On the Streets — July 24-30
To Be Followed by Two Great Fairs
SHELBYVILLE, KY., August 1-6, and
OWENSBORO, KY., August 8-13

Can place legitimate Hanky Panks, Novelties, Photos, Root Beer, Snow and other straight sales for CATLETTSBURG or all three of these big Fairs. Others to follow.

ANNUAL HOMECOMING and SOLDIERS' REUNION
BROWNSTOWN, IND., Main Streets, July 18-23

Can place legitimate Concessions of all kinds for this date. One of the oldest and best of Indiana Street Fairs.

MICHIGAN STATE FAIR

RIDES—Can use another Thrill Ride that does not conflict and Kid Rides that are different. Especially interested in KIDDIE COASTER.

GOODING AMUSEMENT COMPANY
1300 NORTON AVENUE COLUMBUS, OHIO

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

PLAQUEMINE, LA., JULY 11-17; NEW ORLEANS, LA., JULY 18-31

Can place legitimate Concessions at all times, Frozen Custard, Hi-Striker, Fish Pond, Dart Games, Dart Balloons, Rat Game, Pan Game. **We have six bona fide Louisiana Fairs, starting at Winnfield, La., Sept. 19th; Jonesboro, La., Sept. 26th; Marksville, La., Oct. 3rd; Ruston, La., Oct. 10th; Tallulah, La., Oct. 17th; Sulphur, La., Oct. 24th, with others pending.** Want Agents for office Concessions, Spindle, Cork Gallery, Ball Games, Red-Black. Blacky Cottrell wants Griddle Men and Counter Help for Cook House. Want Bill Poster. Dutch Kraus, answer. E. A. Kelly, come back home, we need you. Want Foreman for Smith and Smith Chairplane, Second Men on Merry-Go-Round, Wheel, Tilt and Caterpillar. We pay top salaries. Get your money every night if you want it. Want Electrician and Man to handle Search Light. Want Boss Canvas Man. Want organized Colored Minstrel Show. Bubber Mack, wire at once. "Jersey" Tony has Mug Outfit open. Write. All replies

ED GROVES, MGR.
Plaquemine, La., July 11-16; then as per route.

C. C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

Gibson City, Illinois, 4-H Fair Week July 18, followed by Edgar County Fair, Paris, Ill.

Can place legitimate Concessions and Hanky Panks of all kinds. Can place non-conflicting Rides with own transportation.

All wires to C. C. GROSCURTH, Paducah, Ky.

CENTRAL STATES SHOWS

CAN PLACE SIDE SHOW

Have 100 ft. front, new banners and top and transportation. Have new 20x40 top for any good Grind Show. We play 15 of the best Fairs and Celebrations in the Middle West. Wire

W. W. MOSER
COLUMBUS, NEB., UNTIL JULY 16

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

WANT AT ONCE

Ball Games, all Honky Panks open, Frozen Custard, Age and Scales, Cotton Candy, French Fries. WANT AT ONCE—Ten-in-One, Wild Life, Fun House or any Grind Show; we have all new tops. Girl Show Manager with two or more Girls. Colored Minstrel Performers or an entire troupe; we have wagon front.

WESTMINSTER, MARYLAND, THIS WEEK; FOLLOWED BY BEL AIR, MARYLAND

WANT TO BOOK AFTER SEPTEMBER 17

BRAND NEW MOTORDROME

Flashiest outfit on the road and a credit to any midway. Playing Canadian National Exhibition and Great Western Fair, London, Ontario. Definitely one of the best motorcycle shows on the road, operated by dependable hard working money getting people. Interested in percentage.

GOLDY RESTALL **JIMMIE PODESTA**
429 East 26th Avenue North Wildwood, New Jersey

WANT GULF COAST SHOWS WANT

Acts for 10-in-1, also Half and Half for feature. Want one more Big Ride, prefer Tilt, Octopus or Spitfire. Can place Stock Concessions of all kinds. Want Pop Corn and Peanuts for balance of season.

FOR SALE
15 HP, 3 Phase Electric Motor, good as new, with "V" Belt Pulley. $250.00. Guaranteed good as new.

Address:
F. M. SUTTON SR., MGR.
WARRENSBURG, MO., JULY 18-23.

FAIRS START JULY 25—WE HAVE 7 FAIRS BOOKED

DRAGO AMUSEMENTS

WANT WANT WANT

GALVESTON, IND., STREET FAIR, JULY 13 TO 16 AND ALL CELEBRATIONS TO FOLLOW. Basket Ball, Pitch-Till-You-Win, Bumper, Ball Games, Add-Up Darts, Diggers, Glass Pitch, Hoop-La. Can place Animal Show, Snake, Monkeys, Wild Life, Illusion, Crime or any other clean Show with transportation. Hanky Pank Agents, come on, will place you. Wire, write or come on.

PAGE BROS.' SHOWS

WANT

Tilt-a-Whirl Foreman, must drive. Ride Help of all kinds, no drunks. Pan Outfit, Hit and Miss and Milk Bottle Ball Games. Slum Outfits of all kinds. Want Girl Show, must be first class. We have all equipment.

Tompkinsville, Ky., now; Livingston, Tenn., next week.

PIONEER SHOWS

high class midway attractions

ROSCOE, N. Y., July 18 to 23

MAMMOTH PARADE, PRIZES AWARDED; AIR SHOW; SWIMMING EVENTS, PRIZES AWARDED; HUGE FIREWORKS DISPLAYS, TOPNOTCH HILLBILLY SHOW, FREE ACTS

Want Grab, Photos, Scales, String Game, Basketball or any Legitimate Concession. RIDES—Kiddie Rides. SHOWS—Monkey, Animal, any show of merit. Can use good Ride Help. FOR SALE—Kiddie Ferris Wheel and Airplane Ride, reasonable, will book on show. Top fair route. Answer this week, Hawley, Pa.; then Roscoe, N. Y.

M. PERCELL, Gen. Mgr.

ARKANSAS FAIRS

WANT TO CONTRACT—CARNIVALS, RODEOS, FREE ACTS

CARNIVAL WANTED FOR THE FOLLOWING FAIRS:

Carroll Co. Fair, Barryville, Sept. 22-24
Chicot Co. Fair, Lake Village, Sept. 28-Oct. 1
Clark Co. Fair, Arkadelphia, Sept. 15-17
Columbia Co. Fair, Magnolia, Sept. 26-Oct. 1
Buffalo Island Fair, Monette, Sept. 15-17
Crawford Co. Fair, Mulberry, Sept. 15-17
Grant Co. Fair, Sheridan, Oct. 13-15
Lafayette Co. Fair, Stamps, Sept. 15-17
Lonoke Co. Fair, Lonoke - - - - -
Marion Co. Fair, Yellville, Sept. 16-17
Monroe Co. Fair, Brinkley, Sept. 23-24
Nevada Co. Fair, Prescott, Sept. 14-16
Newton Co. Fair, Jasper, Sept. 19-20
Perry Co. Fair, Perryville, Sept. 28-Oct. 1
Farmer's Community Fair, Marvell, Oct. 6-8
Pike Co. Fair, Murfreesboro, week of Sept. 12
Prairie Co. Fair, Hazen, Sept. 8-10
Saline Co. Fair, Benton, week of Sept. 12
Randolph Co. Fair, Pocahontas, Sept. 29-Oct. 1
Van Buren Co. Fair, Clinton, Sept. 21-23
Woodruff Co. Fair, McCrory - - -

RODEOS WANTED FOR THE FOLLOWING FAIRS:

Dallas Co. Fair, Sparkman, Sept. 7-9
Marion Co. Fair, Yellville, Sept. 16-17
Van Buren Co. Fair, Clinton, Sept. 21-23

FREE ACTS WANTED FOR THE FOLLOWING FAIRS:

Benton Co. Fair, Bentonville, Sept. 27-30 (Balloon Ascension)
Sebastian Co. Fair, Greenwood, Sept. 8-10
Washington Co. Fair, Fayetteville, Sept. 14-17

CONTACT, WRITE OR WIRE EACH FAIR DIRECT

HARRY'S GREATER SHOW

WANTS for WANTS

EAST LIVERPOOL, O., OLD HOME WEEK

Downtown on the Streets. August 8 to 13 Inclusive.

Parades—Bands—Drawings and Contests held nightly on the midway.

WANT RIDES—Roll-o-Plane, Octopus, Tilt-a-Whirl, one or two Kiddie Rides. SHOWS—Fun House or Mechanical City. CONCESSIONS—Want Concessions of all kinds—no exclusive except Bingo, have only a limited amount of Concession space. All replies to

HARRY BOYLES

Ripley, Ohio, this week; Sabina, Ohio, week of July 18th; New Lexington, Ohio, week of July 25.

MATTHEW J. RILEY ENTERPRISES

WANT CONCESSIONS

July 6-16, Big Celebration, Cahill Field, Philadelphia, Pa.

July 18-23, Wyndmoor, Pa., Fair.

July 25-30, Community Athletic Association Celebration, Philadelphia, Pa.

Others to follow.

Mrs. Matthew J. Riley, Clinton Hotel, Philadelphia, Pa.

PEERLESS CELEBRATION AMUSEMENTS

Williamsburg, Penn., July 15 to 23. Want Water Games, Guess Age, Weight, French Fries, Custard, Floss, Stock Concessions. No Ball Games. Neat Palmistry. RIDES—Wrecked Ferris Wheel. Will book or lease with transportation. Wheel, Roll-o-Plane, Octopus or what have you? SHOWS with own equipment, Monkey, Snake, Illusion, etc. We have tops, banners and Five-in-One. Good Ride Help, Drivers and Agents, come on. Address or wire

WILLIAM J. MESPELT

Alexandria, Penn., this week; Williamsburg, Penn., next.

MODEL SHOWS, INC.

WANT FOR 12 WEEKS OF FAIRS

CONCESSIONS: Jewelry, Ice Cream or Custard, Short Range, Ball Games, Bowling Alley, Basket Ball, etc. SHOWS: Fun House, percentage or salary. Ride Help who can drive. Second Men on Jenny. Mrs. Hayward Wants capable Agents.

Keokuk, Iowa., this week; Carthage, Ill., Harvest Festival Around Square next.

PLAYLAND SHOWS WANT

HANKY PANKS of all kinds, such as Ball Games, Shooting Gallery, Pitch-Till-You-Win, Fish Pond, Duck Pond. Can use two SMALL GRIND SHOWS. WANT SMALL COOK HOUSE. Fairs start first week in August.

Show at Eight Mile & Wyoming Road, Detroit, Mich., this week. Address

JACK GALLAGHER, MGR.

FORT WAYNE HOTEL DETROIT 26, MICH.

FROM THE LOTS

H. B. Rosen

GALAX, Va., July 9.—Org moved in here from Buena Vista, Va., in record time, with everything ready to go Monday (4) morning. Full co-operation was received from the sponsors, the Galax Fire Department.

Staff: H. B. Rosen, owner-manager; Mary Rosen, secretary; Tommy Carson, legal adjuster; Boots Weatherly, electrician; Bill Hartman, mechanic; John Keesling, sound truck, and Harry Wasserman, lot superintendent.

Concessions: Roy Allen, 6; Estelle Sparks, 2; Boots and Dick Wilson, 2; C. D. Miller, 2; A. D. Saunder, 2; John Stein and Frank Johns, mitt camps; G. E Whittaker, 3; Bob Brooks, bingo manager; Herman Manuel, 1; Jim Stover, 1; John Keesling, 3; John Feland, 1, and M. R. (Scotty) Hubbard, set joint. Eddie Buxham joined here with 2 mitt camps, Bill Hartman with 1 and Bill Price with diggers.

Office-owned concessions: Bowling alley, pan game, pea pool (2), beat-the-dealer, glass pitch, over-and-under and penny pitch (2).

Shows: Side Show, Jim McKnight, operator and talker; Lola Conklin and Fay Lawrence, annex; Zalada, bearded lady; Rusty Carter, fire; Mindy Carter, illusion; Madame Zora, mentalist; Zudzie, torture boy; Francis Allen, smoked picture artist, and Rena Ladon, pin cushion. Girl Show, Marie's Queens of Burlesque; Barbara Platt, featured dancer. Animal Show, Jim McKnight; Tommy Allen, talker and ticket seller. Wild Life Show, Jim McKnight; Ozark Herman, ticket seller.

Rides: Curley Fox, Ferris Wheels; Earl Walker, Chairplane; Henry Johnson, Rolloplane; A. J. (Swede) Wisnewski, Elphus Summey, Merry-Go-Round; Cephus Morton, kiddie rides.

The writer is *The Billboard* sales agent.—MARIE HILL.

Frank Elliott

SACKVILLE, N. B., July 9.—Org played its first mainland date here and hit good weather and big grosses, with Dominion Day the best. Previous dates were hit heavy by weather.

Frank Elliott Jr. is owner-manager, and his brothers, Ronald, Wendell and Glen, have concessions. G. W. (Twitter) Johnston is writing a poem about the old days on the Lynch Shows.

Teddy Shiers has the Merry-Go-Round, with Stubby Ferguson his first assistant. Concessionaires include Brad Gould, beat the dealer; Freddie MacPhee, dice cage; Albert (Goonie) Robinson, tip-up, and Dick Johnston, rolldown. Show has 10 office-owned hanky panks.—DICK JOHNSTON.

King Reid

BARRE, Vt., July 9.—Show registered its best business of the season here. The lot was a new one, and a road had to built across railroad tracks to provide parking space for cars. Special buses were operated direct to the grounds. Show moved from here to Newport, Vt.

The new modernistic marquee, designed by King Reid, adds plenty of flash. Harry Agne's bingo has been getting a heavy play. Popular spot for the showfolks is Bill Culton's cookhouse.—EDITH THOMPSON.

WANTED!

At least two rides for the

18th ANNUAL GRANVILLE, N. Y., FIRE DEPARTMENT CARNIVAL

SATURDAY, JULY 30, TO SATURDAY, AUGUST 6 (INCL.)

GUARANTEE $1,000.00

or will share 80% and 20% of gross.

NOTE: Mr. Roland Champagne of the Continental Shows netted $1,181.40 for his share in the 1948 Carnival, for the seven nights, for two rides.

Write, wire or phone

MORRIS ROTE-ROSEN, Secretary

Granville, New York. Phone 272

WANTED

Capable Count Store Men who can follow orders.

FAT NORTON

WORLD OF PLEASURE SHOWS

July 10 to 16, Fort Wayne, Ind.; then as per route.

DODSON IMPERIAL SHOWS

Can Place Now and for Balance of the Season

Girl for show operated Girl Show and Posing Show. Must be nice looking. Can also place Colored Girls, Comedians and Musicians for one of the finest framed Colored Shows on the road. Pullman car accommodations. Can also place several Ride Men and first class man for Kitty Dipper or Coaster; top salary to man who can operate this ride and get money with it. All address

DODSON IMPERIAL SHOWS

Hancock, Mich., week July 10th; Neenah, Wis., July 18th; Champaign and Urbana, Ill., week July 25th.

CRESCENT AMUSEMENT CO. WANTS

RIDE HELP— Foreman for 16-Car Octopus, 8-Car Whip, Second Men for Merry-Go-Round, Truck Drivers. SIDE SHOW PEOPLE—Have small outfit with banners for capable Showmen with Acts; L. C. Williams, wire Roy Dixon, have outfit. Will book Shows with own equipment. RIDES—Spitfire, Dark Ride. Have Skippy Fun House, will turn over to capable Operators. CONCESSIONS—Agents, come on. Will book Glass Pitch, Diggers, Custard, Hanky Panks; no exclusives here. Have 12 Fairs starting in August Address

L. C. McHENRY, JESS WRIGLEY

Genl. Agt., Morrilton, Ark., this week; then per route.

STRANGE ACRES

SCHOOL FOR GIRLS
COLUMBIA, VIRGINIA

Offering Christian Homelife and Liberal Education

Contact Director
MISS M. A. ANKERS

Open as a Summer Retreat for Girls and Ladies
— June, July and August —

Celebration Committees

Labor Day open Sept. 3-4-5. Must be large Celebration, some place between Kirksville, Mo., and Kewanee, Ill. 10 Rides, 10 Shows, 40 Concessions.

SUNSET AMUSEMENT CO.

Brainerd, Minn., this week; East Grand Forks, Minn., next.

INSURANCE

— • —

IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

WANTED

Rides and Concessions of all kinds for Picnic August 4 and 5. Write
J. O. JOHNSON, Con. Mgr.
NEMAHA, NEB.

Bee's Old Reliable

GREENUP, Ky., July 9.—The move here from Springfield, Ky., was made in good time, but the show blew Monday (27) night because of a soggy lot caused by an afternoon rain. However, business the remainder of the week was good.

The stand at Winchester, Ky., June 13-18, was on the slow side, the first three nights being lost to rain. Several concessions joined at Winchester for the route of Kentucky fairs.

June 20-25 at Springfield was up to expectations, with all shows, rides and concessions reporting good grosses. The date was the first fair of the year and everyone was encouraged by the good business. Rides and shows got more money than they did two years ago. While concession grosses were somewhat lighter than the 1947 takes, no one complained. Of help to attractions was the extension of the fair by two days this year to make it a six-day stand.

Visitors at Winchester included Bill Geren, owner of Mighty Hoosier State Shows, and Johnny Reed. At Springfield the midway was visited by W. E. Page, owner of Page Bros.' Shows; Morris Hubbard; N. C. Davis, Taylor County Fair; Tom Squifflet, Calvin Shewmaker, Henry Yates and Glane Sims, Mercer County Fair, Harrodsburg, Ky.; Frank Martin, Anderson County Fair, Lawrenceburg, Ky., and John Carter, Marion County Fair, Lebanon, Ky.—RAYMOND C. HULS.

W. A. Thomas

SAINT EDWARD, Neb., July 9.—Shows moved here for three-day stand beginning July 4. Spending was good. Afternoon of the 4th was lost because of hot weather, but the midway was jammed at night.

Emerson, Neb., stand (June 27-29) was good, with everyone pleased with grosses. Mr. and Mrs. Barney Gage and Junior joined there with five joints. Also joining were Mr. and Mrs. W. A. Davis.

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

NOBLESVILLE—JayCee Celebration, July 18-23—Always a good one.
FOWLER—American Legion Fair, July 25-30—Down Town Fairgrounds.
LEBANON—Lions' Club Annual, Aug. 1-6—On the Public Square.
DELPHI—Annual Home Coming, Aug. 9-13—Indiana's Oldest Annual.
WINIMAC—Pulaski County Fair, Aug. 16-20—Better Every Year.

ALL IN INDIANA

Then Seven Weeks More of Fairs and Celebrations, closing with The International Dairy Exposition, Indianapolis State Fair Grounds, October 8-15.
Can place all types of Concessions for these dates. Want flashy Photo, Ball Games, Dart Games, Pitch-Till-U-Win, Fish Pond or any legitimate Stock Stores to join at once. RIDES: Can use one Major Ride not conflicting. SHOWS: Fun House, Glass House, Arcade, Monkey or any worthwhile attractions. RIDE HELP: Foreman and Second Men on all Major Rides. Must drive, stay sober ALL THE TIME. DO NOT MISREPRESENT. Top salaries if you can qualify. Address all communications to

BAKER UNITED SHOWS
2257 Madison Ave., Indianapolis, Indiana, this week, and then as per route.

OHIO VALLEY SHOWS

Want for Long Season of Celebrations and Fairs — Closing Dec. 1—and Playing Some of Arkansas and Mississippi's Best
Pop Corn, Carmel Corn, Mouse Game, Diggers, Cotton Candy, Jewelry, Candy Apples, Short Range, Stock Concessions. Can place Grind Shows, with or without tops, Side Show.

ROXIE HARRIS—Waterloo, Ind., Street Fair

COLEMAN'S STATE SIDE SHOWS

Want for Baroda, Mich., July 11-16; Black Oak, Ind. (Gary Post Office), July 18 thru 24 and big 4-H Club Fair, Dugger, Ind., July 25-30 and until Labor Day near Gary and Michigan Celebrations
Any neatly framed Stock Stores. No Exclusive, but will not overload. Want Kid Auto Ride and one major Ride; prefer Octopus, Mechanical and small Animal Show. Concession privilege $17.50 per week. Mr. Griffin and Mr. Boyd, contact Coleman. No gypsies, please; no tlalles.

DON CASKEY WANTS GIRLS

Want to hear from Pat Greenwood, Renee, Metzi and Maxine Brunk. ALSO WANT CANDY PITCHMEN. Johnnie Arbogast and Lew Weiss, contact me. ADDRESS:

DON CASKEY
c/o MIGHTY HOOSIER STATE SHOWS
Greencastle, Ind., this week; then per route.

WALLACE BROS.' SHOWS

"America's Most Spectacular Midway"

Green Co. Fair — Monroe, Wis.
Walworth Co. Fair — Elkhorn, Wis.
Manitowoc Co. Fair — Manitowoc, Wis.
Wisconsin Valley Fair — Wausau, Wis.
Upper Peninsula State Fair — Escanaba, Mich.
Wisconsin Rapids Fair — Wisconsin Rapids, Wis.
Dodge Co. Fair — Beaver Dam, Wis.

FOR SALE
Hunt Floss Machine. Circus Style. Good as new. $175.00. 1949 Ford Panel Truck.

FAIRS START JULY 27
MONROE, WIS.

WANT — WANT — WANT

SHOWS: Motordrome, Wild Life, Mechanical City, Glass House, Snake Show.

RIDES: Caterpillar.

HELP: Second Man for Tilt. Spitfire Foreman. Second Man for Kiddie Rides. Second Man for Ferris Wheels. Man for Light Towers. Agents for Six Cats and Buckets.

A-1 PAINTER — **ALL EATS OPEN** Floss, Candy Apples, Snow Cone, French Fries, Pronto Pups. — PENNY ARCADE

Southeast Mo. Dist. Fair — Cape Girardeau, Mo.
Madison A. & M. Fair — Jackson, Tenn.
Monroe Co. Fair — Aberdeen, Miss.
C. of C. Fair — Batesville, Miss.
Delta Fair and Livestock Show — Greenville, Miss.
Miss. State Negro Fair — Jackson, Miss.
Veterans' Fair — Greenwood, Miss.

ALL SHOWMEN HOLDING CONTRACTS WITH JACK DOWNS, CONTACT ME AT ONCE

CONCESSIONS: Darts, Hi-Striker, Jewelry, Shooting Gallery, Ball Games, Glass Pitch, Bumper, Milk Can, Coke Bottles, Age, Weight, Novelties and all Stock Concessions.

ALL REPLIES: E. E. FARROW, Mgr., Ottawa, Ill., this week; South Beloit, Ill., next week

ROSS MANNING SHOWS

ONEONTA, N. Y., FAIR WEEK, JULY 25 TO 30
(Free Gate)

Can Place—Concessions of all kinds, except Bingo Popcorn, Novelties, Candy Floss.

Rides—Can book for rest of season Tilt, Cat, Rolloplane.

We have six (6) other fairs.

Shows—We have Side Show: Unborn, Girl Show, Wild Life, Snake. Have another complete Girl Show. Want capable operator with two or more girls. Any others not conflicting have a good proposition for you. Week July 11, New Britain, Conn.

Write or wire
ROSS MANNING

FOR SALE—CARNIVAL—FOR SALE

BEAT THESE PRICES AND I WILL GIVE YOU MY SHOW! WANT TO SELL DUE TO OTHER INTERESTS.
Eli #5 Ferris Wheel, K7. IHC Tractor Van Trailer, $4500.00. Spillman Two-Abreast Merry-Go-Round, K7. IHC Tractor 30 ft. Van, $4000.00. Seven Car Tilt-a-Whirl, two K7. IHC Tractors, two Hobbs Semis, $5000.00. Eight Car Allan Herschell Kiddie Car Ride, 1946 Chev. Truck, $1500.00. Grunnar Mix-Up, Ford Two-Speed Truck, Semi Trailer, $2000.00. Four complete Shows, G.M.C. Tractor Van Trailer, $2000.00 Six Concession Outfits. G.M.C. Truck, Van Trailer, $2000.00. Nice 18x36 ft. Bingo, White Truck Van Semi, $2000.00. Wire Cable, Switch Box, 50 KVA. Pol. Front Entrance, $1000.00 Thirty ft. Office Semi, with 46 G.M.C. Truck, office built to live in, $1500.00, 66 KVA. Diesel Light Plant, new last season, built at Houston, Texas, by Stewart & Stevenson, IHC. Truck Semi Van, $6500.00. SHOW IS BOOKED SOLID UNTIL SEPT. 20. HAVE 10 FAIRS AND CELEBRATIONS IN OKLAHOMA, KANSAS AND NEBRASKA. Said contracts must be filled by Buyer Will book you a Fall Route in West Texas if desired. TOTAL PRICE: $25,000.00. Some terms Have 20 Outfits booked now Have plenty Help and People. See the Show at Eldorado, Kansas, this week. Wire, do not call. Come and see it! Best buy in America. Everything first class. Will sell complete only.

Wire: C. A. GOREE, ELDORADO, KANSAS

LAWRENCE CARR WANTS

FOR NUMBERS 1 AND 2 SHOWS

Ball Games, Diggers, Rotarys, Mitt Camps, Photos, Scales, Concessions of all kinds that work for stock

LAWRENCE CARR
196 Wildwood Street — Wilmington, Mass.

WILLIAM T. COLLINS SHOWS

WANT — **WANT**

Ride Help, Foreman for Octopus and Pretzel. Also Second Men on all Rides. Light Tower and Searchlight Man. Mechanic who has own tools Also General Help in all departments. Drunks stay where you are as you won't last here. Forrest Tucker wants Help for Cook House and Grab Outfit.

All replies to: WILLIAM T. COLLINS, MGR.
Fessenden, N. D., this week; then as per route.

BULLOCK AMUSEMENT CO.
Clean entertainment for the whole family

WANTS

Small Cookhouse, must be neat and clean. Want Grind Shows. Few more legitimate Concessions. All concessions work for 15 cents. Want experienced Ride Help that can drive. Must have drivers' license. Long season South. Salary sure each week. Thanks for so many inquiries, the Bingo has been sold. No gate, no racket, no drunks.

Belle, W. Va., this week; Widen, week July 18.

J. A. SPARKS SHOWS
WANT

Will book Frozen Custard, Novelties, Jewelry, Coke Bottles, Ball Games, Diggers or any Hanky Pank. No "X" at our Fairs. Will book Merry-Go-Round, Roll-o-Plane or Fly-o-Plane. Good opportunity for Snake, Geek or Monkey Show. Louie DuChene wants Girls for 3ft Show. Can place good Lot Man. Can place brod mob. Mr. Brewer, contact again. Howard Piercy and Jack Rosire wont Agents. Address Manchester, Ky., this week; Marion, Ky., Crittenden County Fair, follows.

WANT
Concessions all kinds, no grift. Shows all kinds. Parsons Ave. Merchants' Celebration, Columbus, Ohio, July 18-23; Woodsfield Fair, July 26-29.

WANT
HAPPY ATTRACTIONS
ASHLAND, OHIO, THIS WEEK

BADGER STATE SHOWS
WANT FOR MINNESOTA BALANCE OF 14 FAIRS

Big Snake, Mechanic, Motor Drome. Can use First Man on Octopus; must be sober. Also Ride Help who drive semis.

FOR SALE—Aerial Joy Ride, new Bisch-Rocco Planes, 1947 International Tractor and 30 Foot Trushauf Trailer; price, $5,200. Can book on show. Blackie Smith, come on.

Warren, Minn., July 14-16

GEO. H. HARMS WANTS

For Jack J. Perry Shows. Will Book Six Cats and Bucket Store, Starting Red Lion, Pa. Also Book With Exclusive Capable Pitch Store for Balance of Season. Limit 3 Agents. Want Capable Skillo Agent, One Good Wheel Man, Contact Me Now. New Governor Hotel, Harrisburg, Pa.; Following Week, Red Lion, Pa., Fair, July 18-23. Contact Me Yorktowne Hotel, York, Pa. This Show Has Twelve Live Wire Fairs Starting July 18.

P.S.: Tommy Mendell, Contact for Skillo.

WANT—NESSLER'S SHOWS—WANT
FOR BIG EAGLE PICNIC AT BELLEVILLE, ILL.—7 BIG DAYS

Concessions of all kinds, X on Custard. Will book Fun Game if you have 2 Hanky Panks. Rides—Octopus, Spitfire or Rolloplane. Will book or buy; also Kid Rides. Help in all departments; also Bingo Counterman. Agents for Concessions. This show will play nothing but celebrations and fairs from now on until October 16.

NESSLER'S SHOWS
Belleville, Ill., July 13 to July 17; then per route.

WANTED **BILLPOSTER** *IMMEDIATELY*

ALSO FERRIS WHEEL MEN AND COLORED TRAIN PORTERS.

CAVALCADE OF AMUSEMENTS
MILWAUKEE, WIS.

FROM THE LOTS

Douglas Greater

EVERETT, Wash., July 9. — Org had a bang-up week here. The new Roller Coaster was a big success.

Earl Douglas just completed a deal with Jimmie Oakman, Arkie Warner and Ray Middleton for the purchase of Warner Bros.' Circus and has the equipment stored in quarters. Spot Middleton and Arkie Warner were recent visitors.

Henry (Hank) Moore has built a new joint with air guns and ping pong ball targets. Rex Boyd remodeled his hoop-la into a 14-foot frame. It is operated by Jack and Jessie Campbell. Bob Perry took one of his motorcycle dromes to Jantzen Beach, Portland, for the Fourth of July week-end and racked up good grosses. Jenny Perry managed the Drome on the Douglas lot while he was gone. Dorris Douglas set up her ice cream stand in Everett, assisted by Peggy Boyd. Mrs. Dorris Douglas's daughter, Maureen, joined for the summer and worked monogrammed hats. Mary Lou Burlingham joined and helped Norman (Dutch) Schue in his derby.

Ray and Midge Holding have received their new trailer. Helen Henn accepted delivery of a new Buick. Ride Superintendent Russell traded his Ford on a Buick. Dwight (Lucky) Nefziger joined and went to work with Bill Henn in the mug joint. Mrs. Ann Stewart returned from a fishing trip and supplied all the trailerites with trout.

Owner Earl and Mrs. Douglas had a family reunion in Everett when daughters, Maureen and Phyllis, and son, William J., visited for several days. The crew has been painting and conditioning equipment for the fairs and celebrations. Merritt Belew, operating the pony track, has added several new ponies to his string. He also puts on the fire act.

A. J. Budd's general manager, Hal Compton, arrived to spend a week or so with the Side Show. Personnel of Side Show has been augmented recently, additions being Ruth Mignon, the Penguin Girl; Martha Buckley, the Indestructible Girl; Mr. and Mrs. Simpson, ticket seller and human dynamo.—H. HENN.

Hill's Greater

ALLIANCE, Neb., July 9.—Org was up and ready in plenty of time for the opening, with the exception of W. E. Blakey's Cookhouse, which was damaged when the semi turned over about 20 miles from here.

Org featured the Alliance Rodeo and was the second celebration played this year. Business while good was not up to last year.

Bill Cowan, who left to join Cole Bros.' Circus, left his brother, Perry, in charge of his joints. Tex Chambers added another concession. Louise Dixon has a new cat ball game. Billy and Perry Dixon took delivery on a new Chevrolet.

Clyde Reynolds and his assistants finished putting colored fluorescent lights on front gates of the Spitfire and Rolloplane.

Mr. and Mrs. Tom Wells went to Omaha to be with their daughter, who suffered a broken arm. Tom returned to the show, but Mrs. Wells will not return until later. Richie Wells returned with his father. Another son, Tom Jr., is in school studying medicine.

Personnel from World of Today Shows visited en route to Chadron, Neb.

Page Bros.

GREENSBURG, Ky., July 9.—Org playing here this week, reported big off about 25 per cent thru Friday night (8). Crowds have been big, but spending light. The Side Show leads the shows, with the Ferris Wheel topping the rides.

Claud Groves joined with his grab joint. Paul Pittman framed another concession.

Ohio Valley

IROQUOIS, Ill., July 9. — Shows moved in here on June 27 for a four-day layover, and all rides were painted by Ride Superintendent Bob Harris and crew.

Owner Roxie Harris and Special Agent Jack Murphy returned from a business trip to Mississippi. General Manager Bill Harris framed two new concessions, bringing the total number of office-owned stands to seven. Jack Murphy took delivery on two new concession tops. Bill Barten joined with six concessions.

Nig Constell took over the skillo, with Mick McGuire as agent. Shows opened here for a three-day stand, with each night's gross better than the night before. Frank Wagner's bingo and Dell Bishop's cookhouse were both forced to close when their supply of stock was exhausted.—GEORGE C. MURPHY.

BLACKIE HASKINS
WANTS

Novelty Acts, Freaks to feature; salary no object if you are produce. Good proposition for inside Man. Gits to Bally, salary guarantee from title. Good proposition for Blind Reading Act, Tattoo Artist, Glass Blower.

BLACKIE HASKINS
c/o SHOW ATTRACTIONS
Decorah, Iowa, this week; then per route.
P.S.: Also Griddle Man and Waiters for Cook House.

WANTED
Either Carnival or independent Rides, Shows, Concessions and Free Acts, Aug. 1 to 6, Grove City Legion Festival. No layoff or depression here.

B. R. COOLEY
109 W. Main, Grove City, Pa.
Phone-4053

AMERICAN EAGLE SHOWS
WANT FOR HANCOCK COUNTY FAIR AUGUSTA, ILL., JULY 19-22, WITH 3 OTHER FAIRS & STREET CELEBRATIONS TO FOLLOW

Athletic Show, Cook House, Ball Game or any Grind Show, Basket Ball, Candy Floss, Age and Scales, Jewelry, Hoop-La, Pitch, one Arago Eating Stand for Augusta. Will book No. 5 Wheel or any Flat Ride not conflicting with Ferris Wheel I have.

Address
DANNY ARNETT, Mgr.
Roseville, Ill., this week.

WANT TO BUY
MERRY-GO-ROUND
Ferris Wheel Operator
POWELSON AMUSEMENTS
Box 125 Coshocton, Ohio

CARNIVAL WANTED
FOR DURHAM COUNTY NEGRO FAIR.

Rides, Shows and concessions (including one Free Act). Booked by Weaver McLeod Post, American Legion.

FRED PRATT, Chairman
1308 Fayetteville St. Durham, N. C.

CELEBRATIONS
Want Concessions, any kind. Pitch, String, Coke Bottle, Age, Weight, Pop Corn, Floss, Grab, No X. Want Agents for Ball Games. Pitch, Any Show or Ride not conflicting. Have Athletic Allow frame up, need outside and outside Help. Lincoln, Ark., July 14, 15, 16; then Colored, Sullivan and Stigler, Okla. Will play Falls. Then South for the winter; out until Xmas.

CARNIVAL, MGR.
LINCOLN, ARK.

CARNIVAL WANTED
FOR AUGUST 11-14 INCLUSIVE.

CHAMBER OF COMMERCE
WINONA, KANS.

Close-Ups:

Aptitude Plus Biz Boom Aided Ross Manning to Early Success

(Continued from page 52)

in three weeks the place was padlocked and it was only then that Ross discovered he had been working for a bucket shop.

Joins Oscar Buck

Ross joined Oscar Buck in 1930 and remained with him thru 1937 when he was second man to Jack Lyles, former Johnny J. Jones general agent. The teaching of Buck and Lyles fitted him for an agenting role on his own and in 1938-'39 he joined Billy Giroud and P. S. McLaughlin, who were operating the New England Shows. In 1940-'41 he was a patch with McLaughlin on the M & M Shows. It was then that his desire to become an owner first manifested itself, but the half interest in the rides that he wanted had already been peddled to Ducky Miller.

In 1942 the Ross Manning Shows were formed in partnership with L. Harvey (Doc) Cann, general agent of the World of Mirth Shows, with a total capital of $1,800 of which each partner put up half. The show lasted only until August of that year when an accountant was paid $175 to check the books and to substantiate the partners' belief that the show was operating in the red. The rides were turned back to Archie Perham, who had used them for his Pine Tree Shows.

Leases N. Y. Hotel

Ross promoted rides to play a couple of fairs he had booked. At the end of the season he was convinced that carnivals would not be able to go out in 1943 because of various war-imposed restrictions and so he took a five-year lease on Radio City Hotel in the Times Square section of New York. For two years Ross was contented with the hotel. Business was booming and he thought then that he would never go back into the carnival business.

However, in the fall of 1944 Jack Perry, who was in New York for the National Showmen's Association banquet, offered Ross three rides. Ross was not tempted at first but succumbed when the three units, a Merry-Go-Round, Ferris Wheel and Chairplane, were offered for $5,000.

The rides, which were guaranteed only "to run," were put in shape during the winter and then loaded in a baggage car for a trip north from New Bern, N. C. In Washington's Potomac Yards the car was jostled and the Merry-Go-Round horses and electric motors were pretty much smashed. This, together with the fact that the outside scenery was held in place with 20-penny nails, gave the unit anything but a sleek appearance.

Inauspicious Start

Eddie Elkins agented the new unit thru New Jersey for five weeks after which Pat Hanlon inked in Maine dates. The jump to Maine was made in three trailers hauled by one show-owned and two rented tractors. One of the rented tractors disintegrated en route and by the time Ross had hustled his equipment—3 rides and 13 concessions—into Rumford, Me., he had exactly $87 for working capital. He called Oscar Buck, asked for and got $500.

The second week in Maine a windstorm blew the top off the Merry-Go-Round. That unit now resembled a traveling junk yard. Besides lacking a top, 20-penny nails were still used to hold the scenery Some of the horses had heads, some had tails but few had both, Ross recalls.

New Units Added

Business, however, picked up and by 1946 Ross had added a couple of trucks, bought a kiddie Whip and bought new tops to house a Side Show, Girl Show and Wild Life. The added units considerably increased the org's earning power and in 1947 Ross purchased a Spitfire from Oscar Buck, a new Octopus and several tractors and trailers.

Last year Ross added six tractors and trailers for a total of 15 semi units, with not a junker in the lot. The org now has seven rides and seven shows and is touring this season with all equipment in tip-top shape.

25G Credit

Success would have been impossible, Ross says, without the aid of Jim Watson of the Pioneer Credit Company of Great Barrington, Mass., and Oscar Buck, owner-operator of the shows bearing his name. Watson arranged $25,000 worth of credit for Ross and without this he admits he would never have been able to cut it. Buck put Ross into Ed Carroll's Great Barrington (Mass.) Fair and John Leahy's Danbury (Conn.) Fair to supplement his own org.

Buck has been called upon to supply both financial and advisory aid and Ross says his ambition is to operate a unit as cleanly and intelligently as Buck does his.

In 1938, when he was hired by Billy Giroud to agent his New England Shows, money was scarce. The obvious move was to insert a want ad in *The Billboard*. Answer to the ad included a letter from Frank Pope with a $200 deposit, and that was all that was needed to put them in business.

N. E. Dates Pay Off

Ross contacted Doc Cann to find out how to route the org and Doc suggested the 3-B's—Barre and Burlington, Vt., and Berlin, N. H. On the way out he was advised to ink in Lebanon, N. H. Ross signed the dates in February when there was three feet of snow on the ground and never saw the lot in Lebanon until the show pulled in to set up. Only mountains and trees were visible in any direction and the concessionaires signed a petition of protest and wouldn't have set up if they had any place else to go. By 8 o'clock on opening night only 20 paid admissions had been registered and it looked like the biggest blank ever. However, by 8:30 folks started to come — Dartmouth College was only three miles away—and the gate for the night topped 2,200 paid to start the org on its best week of the season. Ross's reputation as an agent was saved.

Gladys, Ross's better half, travels right along with him and is equally adept in handling the multiple office duties that go with operating a carnival. The degree of success or failure in this business, perhaps more so than many others, hinges on office economies. In the off season the Mannings live at 100 West 88th Street, New York.

Ross has long been active in the National Showmen's Association and is now serving as second vice-president. He is also a member of the Showmen's League of America, Miami Showmen's Association, the Masons and the Moose.

FRED R. STUMBO SHOWS

WANT for 14 Celebrations and Fairs starting Everton, Missouri, July 20th, String Game, Balloon Darts, Bumper, Cigarette Gallery, Lead Gallery, High Striker, Age, Scales, Ice Cream or what have you?

Fred R. Stumbo Shows
MARSHFIELD, MISSOURI

ST. ANN'S PARISH SILVER JUBILEE FESTIVAL
July 30 to August 6, Luzerne, Pa.
WANT—Rides and Concessions.
Write, Wire or Phone
Rev. J. C. Kundreskas
Before 1:00 p.m.

ROYAL Exposition Shows

Hinton, W. Va., this week

Want to join on wire, experienced Second Man for Merry-Go-Round, Chairplane Foremen; must drive semis. Can use other experienced Ride Help. W. S. Harper, wired you to Auburn, Ala., answer. Joe and Doug Buffington, Splinter wants you to come on at once. Dan Riley wants Ticket Seller who drives semi. Salary and percentage. Concessions—Any Merchandise Concessions that work for stock except Cookhouse, Bingo, Popcorn, Apples and Sno-Cones, which are sold exclusive. Rides—Want two or three first-class Kiddie Rides, Octopus, Tilt-a-Whirl, Rolloplane, Caterpillar, Spitfire, Comet, etc.; 30 per cent to office thru fair season. Shows—Want Minstrel with five-piece band and plenty of girls; Hawaiian Revue or Musical Comedy, Grind Shows with features worthwhile, Funhouse, Motordrome, Penny Arcade, Glass-house. All of the above Shows and Attractions must have their own outfits and transportation complete, and we will book you thru our fair season at 30 per cent to office. This Show plays two more still spots in West Virginia, one in North Carolina, then to one of the very best tobacco towns in Georgia, opening on Saturday, August 13th, through 20th; two Saturdays, then to our first fair at Glenville, Ga., which is their first fair in years, week commencing August 22d, with fairs until Armistice week in the Cotton, Peanut and Tobacco Belt of Georgia. All replies to Royal Exposition Shows, Hinton, W. Va., this week.
P. S.—Cordie Smith, have long season for you. Get in touch.

JACK'S GREATER SHOWS

Want for THE GREAT PERRYVILLE, VA., FAIR AND HORSE SHOW, July 25-30

Slum Concessions of all kinds open, Long and Short Range Shooting Gallary, Novelties Scales, Fishpond, Penny Pitch, Bowling Alleys, Pitch-Til-You-Win. Will book 2 high-class Mitt Camps. Eats and drinks of all kinds open. Want Popcorn, Snow Balls, Candy Apples, Floss, French Fries, Custard, Cookhouse and Grab Joint.

Good opening for Bingo.. Must be first class and up to the standard of the show. Have complete wagon front for Girl Show for right party with 2 or more girls. Have complete Minstrel Show for organized troupe.

We have long route of Southern fairs. Good opening for Arcade or Motordrome. Can use Ride Help and Semi Drivers. Out all winter in Florida. Wanted at once Business Manager who can take care of Joints. Have a few choice Concessions open. We have 10 bona fide fairs starting July 25 and ending last week in November. Will furnish route to interested parties.

All wires and mail to
FRANK HARRISON, Mgr.
Chambersburg, Pa., this week, then as per route.

HELP WANTED —— HELP WANTED
GREAT SUTTON SHOWS
CAN PLACE

Reliable, sober Help in all departments, especially Ride Men on all rides. Also can place Man for publicity and kiddie matinee promoter who can also assist in local business contracts. Eddie Breckenridge and Whitey Brooks, answer. Also can place Frozen Custard, Mug Outfit, Candy Apples and French Fries or any Hanky Panks. Have good proposition for Motordrome; also have opening for Arcade. Mickey Schnepel, can place you.

F. M. SUTTON JR.
Galesburg, Ill., until July 18-23.

BOHN & SONS UNITED SHOWS

Playing Two Spots a Week, All Fairs and Celebrations in Nebraska and Colorado until October. Want Popcorn, Candy Apples, Snow Cones, Floss, Hanky Panks of all kinds, Novelties. Ferris Wheel Foreman, top wages; Second Men on all Rides. Will book Line Up Store. Must have Slum Outfit. Charles Bailey wants Skillo and Count Store Agents. Sleepy Grahalvin, Zigler Gordon, Curly Pat Sheldon, Albert Turner, Reinoy Leuty, contact Charles Bailey.

CARL BOHN, Owner and Mgr.—EDDIE DAVIS, Bus. Mgr.
Ogallala, Neb., until July 16, then per route.

WANTED WANTED WANTED
For BLOOMFIELD MERCHANTS' FAIR
Bloomfield, Ind., July 18th — July 23rd Inc.
AROUND THE SQUARE

Concessions of all kinds that work for stock, Ice Cream, Floss, Cook House, Diggers, Pitchmen. Shows of all kinds except Girl Shows. Contact

HOMER M. GINTHER or DENVER P. RUMBLE
DALE, IND., JULY 11-17.

P. S.: C. L. Higgins, contact me again about Diggers; just received your wire, do not know where to reach you.

ORANGE STATE SHOWS

Want one or two Kiddie Rides, one more major Ride. Shows with own outfit, Snake Show, Monkey Drome. Concessions—Good opening for Popcorn and Candy, Palmistry, Fishpond, Penny Pitch, Shooting Gallery, Photos. Will book Bingo, one or two more Wheels. Can use High Free Act. Long season.

Wire or Write LEO BISTANY

KRAUSE AMUSEMENTS

Playing Philadelphia Lots and Near-By Celebrations and Fairs

Want all kinds ten cent Grind Concessions, such as Spot the Spot, Ball Games, Darts, Hoopla, ale. Good Ride Men always welcome on Merry-Go-Round. Wheel, Plane, Tilt, Kiddie Rides and Chairplane. Want Frozen Custard Operator to take full charge who can drive truck for No. 2 unit. Everybody contact

SIMON KRAUSE
Care Taft Hotel, 208 S. 8th St., Philadelphia 7, Pa.

WANTED

Stock Concessions for the following celebrations and fairs—Montezuma Fair, July 12-16; Arcadia Centennial, July 19-23; Otterbein Street Fair, July 26-30; Cayuga Fair, Aug. 1-7; Kingman, Aug. 8-13; others to follow—all Indiana

Need Eating Stands at Kingman. Need Agents for Stock Concessions. Ride Help—Foreman for new Tilt and #5 Wheel. No drunks or chasers. This show has been getting money all season, so why not get with it.

PECK AMUSEMENTS

FROM THE LOTS

W. G. Wade

ADRIAN, Mich., July 9. — This proved the surprise spot of the season. It was an eight-day stand and operated the first three nights with a free gate which proved a big drawing card.

Thursday (30) the celebration started with Lucky Lott and His Thrill Show as the grandstand attraction. Friday there were midget and stock car races, and Saturday, Sunday and Monday (2-4), Ken Maynard and the rodeo proved a strong draw.

William McLaughlin joined with three concessions. Harry Mamas took delivery on a Mercury station wagon. Mrs. Mildred Miller purchased a new GMC truck to haul the boat ride which has been refurbished with a wooden tank. Fred Thumberg and Bill (Bozo) Gardner are off to the golf links early each morning. Lloyd Burge and the Scooter still getting top money, along with his Kiddieland, managed by Jack Daniels. George Moyer arrived for the big event. Fred Chambers gets Mamas's bingo up and down in record time. George and Kay Foth have added to their concessions. William (Frenchie) Fisher has ordered new canvas. Babe Pisara opened the new fishpond and is smiling again. Peggy Pickett is her chief agent.

Hazel Crane visited here nightly and called a few games of bingo. Dan Jessup left for his fair dates. Wilmeata Shaw framed a glass store. A water wagon was purchased here and placed at the disposal of Slim Pickert and Buster Crossland and the writer. Bill Goodwin joined with jewelry and a stock wheel. Mike Miller has rebuilt the *Parisian Nites* front and installed indirect lighting.

Louise Brown took over the beat the dealer. Babe Harris is now mistress of ceremonies on the *Rumba Revue*. Shirley Miller had a birthday party and entertained the 19 kiddies on the show. Irish Rigan is working a stock wheel. Both Fred Millers spending most of their time in the black top. Mrs. Virgil Wood celebrated her birthday and the appointment of her husband as foreman of the Dipper. Frank (Dutch) Light joined for percentage table.—WALTER A. SCHAFER.

Blue Grass

SPENCER, Ind., July 9. — Org moved in here from Brazil, Ind., for the Rotary Club's 16th annual one-day celebration and it proved a winner. Rides and shows especially did well. Davis Bros.' bingo played capacity practically all day.

Fearless Gregg and his human cannonball closed at Effingham, a spot which proved anything but good for all concerned.

Due to Owner C. C. Groscurth's decision to play here only four days—org opened Wednesday (6) and closes tonight—we had plenty of time for the move.

The fair season starts next week in Paducah, Ky. Manager Groscurth plans to add two major rides and three shows for the fair season—M. G. STOKES.

Capell Bros.

MUSKOGEE, Okla., July 9.—Org moved in here from Springdale, Ark., Thursday (7). Owner H. N. (Doc) Capell now has 31 head of animals. He recently purchased from the Madden & Steeling Circus an elephant, seven lions, one tiger, two leopards, one puma, two bears, one silver baboon and six monkeys. In addition he bought the light plant and a deep freeze unit mounted on a semi.

Org features the animals with special paper and gets plenty of flack via radio and in newspapers. Special school tie-ups are used in connection with the menagerie. Menagerie is presented in a 70 by 120-foot top. Al Bailey is in charge of the show.

Alleghany Exposition

EVERSON, Pa., July 9.—Following stands in Cherry Tree, Pa., and Hooversville, Pa., org moved in here Monday (4) for a week's stand.

Business at Cherry Tree, aided by good weather, was okay and the same was true in Hooversville. Dannie and Claudie Donnie, bingo and other concessions, report business to date okay, as do Mr. and Mrs. Mike Lucas, cookhouse and ball game, and John Lucas, French fries.

Joe Rae, popcorn, visited his brother, Jon, on the Marks Shows. F. A. Norton, electrician, manages to keep all electrical equipment in top shape. Johnnie and Ruth Leffler have added plenty of flash to their custard and candy floss joints. Frank Hyde, secretary, is probably the busiest man on the lot.

Patsy Cole is back in charge of the Girl Show after a two-year absence. Karl Alzora closed in Cherry Tree. Jimmie Shaffer continues to draw plenty of customers with his sway pole, featured free act with this org.—LAVERNE HECK.

L. B. Lamb

GRIGGSVILLE, Ill., July 9.—Jump here from Pekin, Ill., was made in good time and everything was ready for the July Fourth crowd. Weather was hot, with fair day play and big crowds at night.

Bill Collier's Motordrome topped the shows, with the *Florida Flames Revue*, Side Show and *Night in Dixie* following in that order. Rides did good biz. Snake Show, run by Tex Marshall, did the best of the grind shows.

Tuesday night (5), after closing, the fair board gave a buffet lunch for members of the shows. Bernice Lamb celebrated her birthday with a cake.

Business in Pekin was only fair. Saturday kid matinee was as good as any night's business.

Andy Rasmussen is back with four concessions. Frank (Whitie) Vasulka left to make independent dates.—ERNIE MURRAY.

B & V

HONESDALE, Pa., July 9.—Eight-day doings in Mountainhome, Pa., while not big, proved satisfactory. First part of the week was very slow, but biz picked up each night. Wednesday matinee was okay, but the Saturday afternoon play was n. g. Afternoon of the Fourth was spoiled by heavy rains which continued until late at night.

Midway saddened at the death of Mrs. Emma Van Vliet, mother of Justin, show owner. (Details in Final Curtain.) Justin and Mrs. Van Vliet attended the funeral which was held in Port Ewen, N. Y.

Queenie Van Vliet had a birthday Friday (1) but the scheduled party was called off. Sam Jr., son of the cookhouse owner, also celebrated a birthday. Personnel has been enjoying much swimming.—HARRY E. WILSON.

W. S. Curl

BROOKSVILLE, Ky., July 9.—Stand at Xenia, O., last week was one of the best stands of the season thus far. Odd Fellows sponsored the date. Don Wagner, advance man, had the surrounding territory well posted. He was hospitalized in Xenia.

Tilt-a-Whirl was top ride in Xenia, with the Ferris Wheel, Merry-Go-Round, Chairplane and Kiddie Auto also racking up good grosses. Bert and Elda's Monkey Show did well.

Little Joe Miller, who joined here with balloon darts and cane rack, had tough luck, with the gears on his tractor giving out in Delaware and his house truck roof being torn off by a limb. Ted Cole also had his tractor-truck damaged. Recent additions included Roy and Cricket Wilson with two stores. The Lichlighters left to play celebrations.

Mr. and Mrs. Curl played host to many visitors.—W. T. (BILL) HOPKINS.

★★SIDE SHOW★★

Can place capable Side Show Operator. Have 20x80 top, 100 ft. banner line and all new banners. A nice frame up complete with inside stages and some inside equipment including Blade Box, Doll House, Illusion and other items. Closed semi to load on for this show only, good proposition to reliable party who can produce. Address all communications and wires to

ALLEGHENY EXPO SHOWS

Tyrone, Pa., this week; Milton Pa., week July 18.

L. C. HECK, Gen. Mgr.

FRED ZSCHILLE

WANTS

Count Store and Skillo Agents.

Bee's Old Reliable Shows

Morehead, Ky., July 7-16

WANT

Experienced Caterpillar Help, Octopus and Ferris Wheels; must be Semi-Trailer Drivers. Drunks, don't waste our time. Concessions—High Striker, Jewelry, Short Range, other Hanky Panks. Want high-class Aerial Act for weeks Aug. 23-Aug. 29 in Tennessee.

All replies

L. J. HETH SHOWS

New Albany, Indiana, now.

TILT-A-WHIRL

1938 MODEL—7 TUB

Rebuilt and painted. Perfect condition, extra new parts. With or without transportation. Get ready for the fairs. Write or wire offer.

A. P. STICKEL

2105 E. Chelsea Ave. Tampa, Fla.

RIDER-MANAGER MOTORDROME

Want Rider preferably with girl assistant to manage Drome on percentage. Excellent opportunity on show, with good celebrations and fairs. Wire only

M. A. BEAM, BEAM'S ATTRACTIONS

Care Billboard, Cincinnati 22, Ohio

WANTED

Shows, Concessions, Free Acts (send literature and price) for

Forest Park Free Fair, Hanover (York Co.), Pa., Sept. 5 to 11 inclusive

A. KARST

Forest Park, Hanover, Pa. Phone 3-5286

WANTED

For Steamboat Days Centennial Celebration

On the Streets of Winona, Minnesota July 15-16-17

Concessions that do not conflict with what we have; 10 fairs—6 celebrations to follow Want Agent for Short Range.

Merriam's Midway Show

GIRLS—$60.00 Week—GIRLS

Wanted for Girl Show, Hawaiian, Strip, etc., for Girl Revue. Open August 5th. Long season of Fairs. Bonus extra. Good treatment. All replies confidential. Write, state all, enclose photo if possible.

BOX D-207

Billboard, Cincinnati, Ohio

AGENTS

For Hanky Panks, Cat Racks, Short Range, Pea Pool. Get with a winner.

PARADA SHOWS

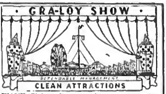
Stockton, Mo., this week; then Louisburg, Mo., next week.

6-CAR KIDDIE RIDE

Brand new, all Jeeps, oil lite bearings, price $750.00 Write

H. L. GOOLEY

133 W. Fifth St. Phone: 2-4611 Dumas, Texas



WANT String, Bumper, Photos, Sno-cone, Glass Pitch, two Cat Racks, Custard, Cigarette Gallery, Grab, Novelties and Jewelry for balance of season. Coldwater, Mich., this week, sponsored by V.F.W. Other good spots in Southern Michigan and Northern Ind., to follow. RIDES—Can use one or two Thrill Rides for our Three Rivers Celebration. SHOWS—Can place Glass, Monkey, Mechanical, Walk-thru and Arcade. All replies as per route. No wise guys or lucky people.

JOE E. KAUS WANTS

For Cherry Point Marine Base, Havelock, North Carolina

Rides, Bingo, Legitimate Concessions, Ride Help, P. C. and Concession Agents.

Wire or Write

Havelock, North Carolina.

WANTED

A-1 Combination Steam Table and Short Order Man.

C. FLOYD MELLEN

Miamisburg, Ohio, This Week

HOME STATE SHOWS

Want for Fairs and Celebrations

Grand Rapids, Minn., Downtown Next Week Legitimate Concessions; good salaries to Ride Foreman and Second men who can cut it. Need Grind Shows. Grafton, N. D., this week; Grand Rapids, Minn., next.

DON TRUEBLOOD

Billboard Booking Agency

521 So. 5th St., Louisville, Ky.

We have a Showman with nice trucks, semi-trailers, who would like to contract with good show for moving show equipment plus his services with late Buick sound car. Also Drivers as ride or canvas men. Now ready anywhere. Will expect two weeks' salary up in trust as a guarantee of steady employment. We also have for sale nice Horses and equipment for riding academy.

AGENTS WANTED

For Six Cats, Bucket and Spindle.

18 Straight Fairs

Address c/o Blue Grass Shows, Paducah, Ky.

ROY T. DUFFY

VOLUNTEER SHOWS

WANT

Ferris Wheel Foreman; also want Mug Joint, Popcorn, Ball Games, Slum Joints of all kinds. Shows with own outfits. Address Baxter, Tenn., this week.

WANTED

Candy Butcher, Canvasmen, who drive semis; Girls for girl and posing show, write immediately.

TEX HUNTER

Care Royal Crown Shows, Miamisburg, Ohio.

WANT TO RENT RIDES

American Legion Post wants Ferris Wheel, Merry-Go-Round and one other children's ride for carnival concession at Saline County Fair, Marshall, Missouri, September 1, 2 and 3. No concessions desired with rides. Contact

ROBERT ROWLAND

MARSHALL, MISSOURI

CLUB ACTIVITIES

National Showmen's Association
1564 Broadway, New York

NEW YORK, July 9.—Membership cards for 1950 are ready for distribution. Dues are payable July 15. Give your present address to assure prompt reply.

The mother of Justin Van Vliet, of the B & V Shows, succumbed to a heart attack June 30. Funeral was held July 4. Interment in family plot. Samuel A. Shapiro died June 18. Services were held at Riverside Memorial Chapel June 20. Interment at Ferncliff Cemetery in the NSA plot. Chaplain Fred Murray conducted services.

Chaplain Murray was indisposed during the hot spell, but now is okay. Morris (Al) Horowitz, of the I. T. Shows, had a slight accident and was confined to Queens General Hospital, Jamaica, L. I., for a few days.

President Emeritus George A. Hamid Sr., commuting between his various offices, finds time to send in a letter now and then. Letters received from Morris Hannum, A. Bydairk, True Perkins, Harry Meyers, Tony Lewis and Jack Wright Jr.

Sam Prell, manager of Prell's Broadway Shows, a visitor. Says business is good. Secretary Phil Isser a visitor. Herman Robinson in from the West Coast. Other recent visitors were John McCormick, Max Tubis, William Dieckman, Frank Rosenberg, Sam Stillman, Frank Blatsky, Frank Rappaport, Frank Capell, Tom Coffey, Saul Seligson, Harry Sandler, Harry Krasnow, Murray Friedland, Matty Burns, Sam Levy, Julius Roth, Morris Glass, Al Janpol, Sam Rothstein, Sam and Irving Berk and James Peterson.

Heart of America Showmen's Club
913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., July 9.—L. K. Carter, Hale's Shows of Tomorrow, visited. Mrs. Carter back from a trip to Ireland where she visited relatives.

Mrs. Ryan, mother of Frank and Loretta, club members, died Friday (1). Burial was in Leavenworth, Kan.

President McCrary's drive for members is going well. Artie and Bird Brainerd are westbound to visit relatives.

Showmen of the World
1211 Louisiana, Houston

HOUSTON, July 9.—New members are Gene Stuchberry, Bennie Fleetwood, Ouida Diamond, Jack Townsend, Neal Shurtleff, Carl Favor, Pete Karam, Doug Williams, Bill Antone, George Combs, John Cahoon, Robert C. Davis and Julius Klein.

A television set and pool table have been installed. New fans keep the clubrooms eool.

Paul Klepper was appointed chairman of a project to present three old-time plays. Proceeds will be used to complete the third floor of the clubhouse.

Showmen's League of America
400 S. State St., Chicago

CHICAGO, July 9.—The board of governors met Tuesday (5), with President Bob Parker presiding. Attending were Vice-President Noble C. Fairly, Treasurer Walter F. Driver, Past President J. C. McCaffery, Harry Hennies, Denny Pugh, Mike Wright, Ned Torti, Jack Duffield, Lou Keller, Ed Sopenar and George B. Flint. Flint reported the June issue of *News Flashes* is out.

William B. Starr, confined in St. Mary's Hospital, St. Louis, is reported improving. H. B. Shive is in Hines Hospital. Ch:rles H. Fogles is improving after an operation. Bob Secry is resting at home after a stay in the hospital. William O. Perrot is confined in Orlando, Fla. His address is P. O. Box 3513. Mail for members on the sick list will be forwarded by the league.

New members are James Finn, John Francis King, F. U. Logsdon, William F. Johnson, John T. Mere, Clifford H. Darling, George W. Stockton, Babe Alvarez and Richard Neapolitano.

The Ned Tortis entertained about 50 guests with a barbecue at their Lake Delavan cottage Sunday (3). Mike Wright, among the guests, celebrated his birthday Monday (4).

Callers at the rooms included Charles Owens, Lou Keller, Harry Wingfield, Carl Brown, Earl Johnson, John Lempart and Jack Kaplan. Silent O'Brien is in Chicago after an extended tour. Kaplan will be in charge of the banquet program and amusement directory. Denny Pugh and Thomas Henderson sent in early reservations for the banquet.

Dick Dillon reports he will be with the World of Mirth Shows for the fair season. Mr. and Mrs. Ray Oakes, Mrs. Ed Sopenar and Mrs. Lucille Hirsch spent July Fourth with the Streibichs at Lake Delavan.

Ladies' Auxiliary

Margaret Filograsso, chairman of the ways and means committee, reports results good on the books so far.

The summer membership drive continues. During the drive the $2 initiation fee has been suspended. Viola Fairly, chairman, requests the co-operation of every member. For information regarding the drive, members may contact Carmelita Horan, 1825 West Ohio Street, Chicago 22.

Mrs. Alice Hill, who suffered a badly cut hand, still is under the doctor's care.

Mrs. Joe Streibich is vacationing at her summer home in Delavan, Wis.

Caravans, Inc.
P. O. Box 1902, Chicago

CHICAGO, July 9. — Josephine Glickman, corresponding secretary, entertained her sister at the Railroad Fair recently.

Pearl McGlynn, past president, writes from California that she visited Emily Bailey. Marie Broughton spent her vacation in Minnesota.

Yvonne Ferarri is on the sick list, and Gladys Thompson underwent an operation. Bob Seery is recuperating at home after several weeks in the hospital. Members were saddened by the death of Josephine Woody.

Isabelle Brantman, Violet Watson, Agnes Barnes and Goldie Decker are working lots in Chicago. Lillian Lawrence received a life membership in the Academy of Friendship.

T. J. Apple Opens New Show

RED BOILING SPRINGS, Tenn., July 9.—Thurston J. Apple opened his new carnival, the Volunteer Shows, here Saturday (2). For the last three years Apple was with Capital City Shows. Previously he was with the Johnny J. Jones Exposition, operating the Motordrome and kiddie rides, with his wife, Mickey, a Drome rider. New org will play Tennessee.

Miami Showmen's Association
236 W. Flager St., Miami

MIAMI, July 9.—Ben Glosser is a regular caller. Attorney George A. Broutigan back from a trip to Chicago. Max Goodman returned from a business trip.

Letters received from Ralph Endy, reporting okay biz; Bill Ketrow, manager of Kay Bros.' Circus, saying Bill Hill's circus unit will join the show; Louis A. Rice, writing that Endy Bros.' Shows is staging a jamboree for the association, and Carl J. Sedlmayr, manager of Royal American Shows, reporting business above expectations. Mr. and Mrs. Harry Lewis will remain in Miami for the summer.

Joe A. Rowan, special agent for Endy Bros.' Shows, donated two old pictures, one of the advance car and billing crew of California Frank's Wild West Show, taken in 1911, and the other of the advance car and billers of the Mighty Haag Shows, taken in 1912. Rowan was with both shows as lithographer.

R. B. Stone, Fitzgerald, Ga., oldtime showman who has been off the road several years, visited. Mrs. Pearl Barfield Reed wired that Dr. C. E. Barfield, owner of Barfield's Cosmopolitan Shows, died July 4. Funeral was Thursday (7) in Key West, Fla.

CONCESSIONS WANTED

I am now booking legitimate Concessions for Sullivan Grange Fair and Old Home Day Celebration, Aug. 24-27, 1949, Newport, N. H. Also three Rides not conflicting with Merry-Go-Round, Ferris Wheel and Rocket. Contact

Herbert E. Kimball, Chm.

FROZEN CUSTARD

Ford Mobile Twin Unit, 34 ft., fully equipped. Bargain price.

H. R. SESSIONS
LAKE VILLAGE, ARK.

FOR SALE—FROZEN CUSTARD BUSINESS

Making good profits on present location. Can be used for fairs. Equipment like new, less than a year old. Trailer, Twin Machines, Cooling Cabinets and stock.

RALPH SHREFFLER
Corner Main and Madison, Clinton, Ill.

RIDE HELP

Merry-Go-Round, Wheel and Tilt Operators wanted. Must be capable of driving and staying sober. A long season with top pay.

McDERMOTT AMUSEMENT COMPANY
5877 Archer Avenue Chicago, Ill.
PRospect 6-8046

LOOK WANTED LOOK
FOR DE MOUNT CARMEL SOCIETY
MATAWAN N. J.

Six Nites, Fireworks, Bands, etc; Rides and Concessions. July 11 to 16th.

George E. Fernley & Sons

SAM LIEB
WANTS
COUNTERMAN FOR BINGO.
$40.00 for Still Dates, $60.00 a week for Fairs.
Wire: Mitchell, S. D., this week; Yankton, S. D., July 18-23.

BOB AYERS
WANTS AGENTS
For Roll Down, Skillo, Buckets, Wheels. All replies to Graceland Greater Shows, Pittsfield, Ill., this week.

Morris Hannum Shows
One of the Great Eastern Shows

ANNUAL CATHOLIC BOYS' CLUB CELEBRATION
In Heart of West Philadelphia, July 25-30

Two big thrill acts. Followed by the Great Flourtown (Pa.) Fair, August 3-13. Ten terrific Days.

Want Legitimate Concessions, One Flat Ride and Independent Shows. Please act quickly as space is selling fast. Reply

MORRIS HANNUM

Morris Hannum Shows, Conshohocken, Pa., this week; Glen Olden, Pa., July 18-23.

P. S.: For office wagon, call Philadelphia mobile service.

SHAN BROS.' SHOWS

Want Cookhouse that will cater to show people. Kelly Bros. want Agents. Reply to

BOB STEWART or SHAN WILCOX
Mt. Airy, N. C., this week; Lexington, N. C., next week

BARNEY TASSELL UNIT SHOWS

Booking now for my Tobacco Festivals and Florida Tour
RIDES, SHOWS AND CONCESSIONS NOT CONFLICTING
No grift or percentage. Those booking now have preference. Can place Spitfire Foreman and other help. Must drive semi trailers. Wire or write to permanent summer address, 4501 Madison Ave., Riverdale, Md.

BEAM'S ATTRACTIONS
Playing Only Community Sponsored Events and Fairs.

Want experienced Age and Scales Agent for new outfit. Also Agents for Ball Games and other legitimate Concessions. French Fry Operator, work on percentage. Lou Pease wants Girls with or without experience for Hawaiian Village. Concessions open include Cigarette Shooting Gallery, Arcade and Hoop-La. Foreman for Chairplane, top wages. Show has 10 Rides and 6 Shows. Write or wire

M. A. BEAM, Clymer, Pa., This Week

BLESSINGER
CAN PLACE CARNIVALS
For Following Bona Fide Route of Fairs and Celebrations

The Morgan County Free Fair, Martinsville, Ind., Aug. 10 to 13; the Delphos, O., Street Fair, Aug. 16 to 20; Summitville, Ind., Free Fair, Aug. 23 to 27; 3d Annual Homecoming, Kouts, Ind., Aug. 24 to 28; the Big O'mon's Jubilee, Nappanee, Ind., Aug. 30 to Sept. 3, and then one of the biggest Labor Day Celebrations in Indiana. Address E. O. BLESSINGER, c/o Center Township, Assessors Office, Muncie, Ind. Office Phone: 6112. Residence Phone: 29219.

RAFTERY SHOWS

JACKSONVILLE, N. C., JULY 18-23—Pay Day for 20,000 Marines
WASHINGTON, N. C., JULY 25-30, V. F. W. TOBACCO FESTIVAL

Want Fish Pond, Age and Scales, Ball Games, Pan Games, American Palmistry, Diggers and some P.C. open if you have other Concessions. Want two Girls to feature for Girl Show. Salary no object if you have looks and talent. Also Talker. Want good Grinders for Geek and Monkey shows. Can place Ride Help at all times. Want Agents for Grind Stores, Pea Pool and P.C. dealers.

FOR SALE—COOKHOUSE COMPLETE, ALL CONVENIENCES; KITCHEN BUILT ON SEMI. WILL BOOK ON SHOW IF DESIRED.

Address **J. M. RAFTERY**
Williamston, N. C., this week

FOLKS CELEBRATION SHOWS

Want for good string of Celebrations and Fairs, Including New Mexico State Fair, Albuquerque, N. M., and Eastern New Mexico State Fair, Roswell, N. M.

CAN PLACE Shows—Ten-In-One, Motordroma, Miniature City; other shows write what you have to offer.

CAN PLACE first class Penny Arcade. Will sell exclusive on Novelties. Frozen Custard. Can place Grind Concessions of all kinds. Positively no racket on this show.

RIDE HELP—Foremen for Ferris Wheel, Octopus, Merry Mix-Up, Rollo-Plane. Must be sobar and able to drive samis.

Write BOX 1005, Albuquerque, N. M., or wire care Western Union

ROSS MANNING SHOWS

WILL BOOK Whip, Tilt, Caterpillar or any flat ride for fairs starting Oneonta N. Y., week July 25th.

CAN PLACE Fun, Glass House, Penny Arcade. Have a new outfit complete for Posing Show; must have talant for same.

CAN PLACE Palmistry, Mug Outfit, Honky Panks, Spot, Fat; Harris, answer. Can usa Razzla and Bucket Agents for show-owned Concessions. Can use Billposter with own transportation; Bill Owans, answer.

Peekskill, N. Y. Celebration week July 18th; Oneonta Fair, week July 25th; than two weeks in tha best spot in New York, first show in years, millions to draw from.

Ross Manning, Gen. Mgr.—Harry Parker, Bus. Mgr.
New Britain, Conn., weak July 11

DICK'S Greater Shows Inc.

WANT FOR BALANCE OF SEASON

Frozen Custard, Cookhouse catering to show people, Fishpond, Penny Pitch, Pitch-Till-You-Win, Balloon Darts. Fairs start August 9. Ride Help, semi drivers preferred.

R. E. GILSDORF, Olean, New York

CAN PLACE

For PENN YAN CENTRAL NEW YORK FIREMEN'S CONVENTION and Balance of Season

Bowling Alleys, Slum Blower, String Game, Bumper, Knife Rack, Hi Strikor, Scales, Long and Short Range, Mouse Game, Penny Arcade, Photos, any Stock Stores that work for stock. Can use any Shows that have own outfit. Always usa good Ride Help. Big fireworks display, big firemen's parade—144 companios in line. Free Act every night, free gate. Contact

A. SANTILLO or F. W. SMITH, Gaiety Shows, Inc.
This waek Holloy, N. Y.; next Penn Yan.

WANTED—ONEIDA, N. Y., JULY 19-23—WANTED

100th ANNIVERSARY FIREMEN'S CELEBRATION

Candy Floss, Apples, Custard, Eats, Razzle, Roll Down, Six Cat, Buckets and Slum Stores. Rides of all kinds, especially Kiddie Rides, Ferris Wheel and Merry-Go-Round. Will book at 15%. Shows of all kinds. Drawing capacity of 50,000 people. Wire or come on.

Chairman, HAROLD "SPIKE" MORLEY, Oneida, N. Y.

Weather, Celes Hurt Jones Biz In Oil City, Pa.

OIL CITY, Pa., July 9.—A combination of day and date with Ringling Bros. and Barnum & Bailey Circus, rain and some extremely hot weather, plus an absence of parking space, contrived to keep Johnny J. Jones Exposition out of the money-winner class in Warren, Pa., and Syracuse, and boded no particular good for the week ending here tonight.

Despite this combination of unfavorable circumstances, it has been touch and go between winning and losing weeks, with spending on the midway holding at an optimistic level. Showers hit three nights of the Warren engagement and dealt a near-knockout blow the final night, yet the ratio of spending per capita held up to balance the budget.

The first two days in Syracuse were almost total blanks. Shows were late opening because of a railroad delay on the 250-mile hop from Warren and a five-mile haul, and the Ringling-Barnum toll was felt Tuesday night (28). After that business was good considering JJJ was the second show on the Mattydale lot within a month and parking facilities were anything but ample.

Opening at 6 p.m. Monday (4) in Oil City after a 300-mile leap from Syracuse, hot weather and a horde of counter celebrations in the vicinity kept the Fourth of July from being glorious. Heavy flack and a particularly effective posting job by Louis Rosenberg locally, as well as in nearby Franklin and Titusville, indicated the week-end might pull this one into the winner's column.

Tom Singleton, former general agent who has accumulated a bundle in stock manipulations, was a constant visitor in Syracuse, while on circus day the visitors' traffic was heavy between the two lots, located on opposite sides of the city.

Lima, Mansfield Big Winners for Royal Crown Org

LIMA, O., July 9.—Royal Crown Shows, under direction of E. L. (Eddie) Young, lured over 5,000 paid admissions thru the gates here July 4 to give the org one of the best single day's business counts on the season. July 2 at Mansfield, O., saw the shows shatter the attendance and gross marks set there last year.

King Cotton Club, managed by Charlie Taylor; Circus Side Show, managed by Jimmy Hurd, and the *Vanities of 1949*, managed by Joe Sciortino, were the top-money shows at Mansfield, while the ride leaders were the Scooter and Ferris Wheels. All concessions reported good results.

Shows opened at noon here July 4, with Mayor H. T. Fergeson presiding at ribbon-cutting ceremonies. City Civic Boosters' Club sponsored the engagement. Bob Fisher and His Fearless Flyers were the free attractions and fireworks displays were presented here and at Mansfield.

Local press and radio have been favorable to the shows. Station WLOK aired a lot interview July 4 and Jimmy Hurd presented the Shepherd of the Holy Land on a lecture over tha station July 5. Business Manager Dolly Young entertained 127 kiddies from Richland County Children's Home and its superintendent and matrons. A box of toys was donated by Mr. and Mrs. Harry (Irish) Gaughn.

GOOD SPOT FOR
MERRY-GO-ROUND
and
FERRIS WHEEL
Improved Park Olcott Baach
A. C. FOX
P. O. Box 171 OLCOTT, N. Y.

Crescent in Swift Current For Six Days Sans License

SWIFT CURRENT, Sask., July 9.—Crescent Shows played a six-day stand here without paying a license fee. Org was sponsored the final two days of its stand by the Frontier Days Committee, and councilors voted that because the midway really was part of this year's show, and under direct sponsorship of the Frontier Days board, the Crescent org would not be required to pay a license fee.

ROUTES

(Continued from page 57)

Wolfe Am.: Webstor Springs, W. Va.; Cowen 18-23.
World of Mirth: Portland, Me.
World of Pleasura: Fort Wayne, Ind.
World of Today: Mitchell, S. D.; Yankton 19-23.
Zeller's Attrs.: (White Oak Boro) McKeesport, Pa.
Ziegler: Yakima, Wash.

Circus Routes

Send to
2160 Potterson St., Cincinnati 22 O.

Beatty, Clyde: Salt Lake City, Utah, 12; Ogden 13; Rock Springs, Wyo., 14; Rawlins 15; Laramie 16; Cheyenne 17; Denver, Colo., 18-20; Colorado Springs 21; Walsenburg 22; Alamosa 23; Trinidad 24.
Biller Bros.: Salem, Mass., 12; Plymouth 13; Yarmouth 14; Newport, R. I., 15; Kingston 16; New London, Conn., 18.
Cole Bros.: Rochester, Minn., 12; Mankato 13; Mason City, Ia., 14; Des Moines 15-16; Council Bluffs 17; St. Joseph, Mo., 18; Kansas City 19-20.
Dailey Bros.: Prince Albert, Sask., Can., 12; Humboldt 13; Melvilla 14; Weyburn 18; Estevan 19.
Dales: Linton, Ind., 12; Sullivan 13; Bicknell 14; Petersburg 16; Jasper 18.
Diamond Jim's: Moyodan, N. C., 12.
Kelly, Al G., & Miller Bros.: Crookston, Minn., 12; Bogley 13; Cass Lake 14; Grand Rapids 15; International Falls 16; Hibbing 18; Virginia 19.
King Bros.: Castor, Alta., Can., 12; Coronation 13; Hanna 14; Drumheller 15; Olds 16; High River 18; Claresholm 19; Blairmore 20; Macleod 21; Cardston 22; Raymond 23.
Mills Bros.: Chippewa Falls, Wis., 12; Rice Lake 13; Spooner 14; Superior 15; Ashland 16; Ironwood, Mich., 18; Iron River 19; Kingsford 20; Escanaba 21; Ishpeming 22; Munising 23.
Packs, Tom: (Forbes Field) Pittsburgh, Pa., 11-16; Wheeling, W. Va., 18-19; Montreal, Can., 22-31.
Polack Bros. (Eastern): (Fairgrounds) Rhinelander, Wis., 12-14; (Wis. Field House) Wisconsin Rapids 16-18; (Stadium) Marinette 21-23.
Polack Bros. (Western): (Fairgrounds) Napa, Calif., 15-16; (Auditorium) Santa Cruz 18-20; (Auditorium) San Jose 21-27.
Ringling Bros. and Barnum & Bailey: Fostoria, O., 12; Jackson, Mich., 13; Flint 14; Detroit 15-17; Toledo O., 18-19; Lima 20; Hamilton 21; Springfield 22; Columbus 23-24.
Rogers Bros.: Shenandoah, Ia., 12; Nebraska City, Neb., 13; York 14; Hastings 15; Kearney 16; North Platte 18.
Roy's One-Ring: Wren, O., 12; Willshire 13; Chattanooga 14; Coldwater 15; Fort Recovery 16; Rossburg 17-19.
Seal Bros.: Brewster, Wash., 12; Omak 13; Oroville 14; Tonasket 15; Mansfield 16; Waterville 17; Monroe 18.

Misc. Routes

Send to
2160 Potterson St. Cincinnati 22 O

E. & J. Tent Show, Palmetto, La., 11-30.
Ice Capades of 1949 (Cincinnati Garden) Cincinnati, O., 11-20.
Kinsey, Madge, Players: Ada, O., 11-16.
Miller's, Irvin C., Brown-Skin Models (Vernon) Vernon, Tex., 14; (Capitol) Amarillo 15-18; (Rialto) Denison 19; (Grand) Paris 20; (Orpheum) Waco 21.
Pan-American Animal Exhibit: Mountain City, Tenn., 12; Lebanon, Va., 13-14; St. Paul 15-17.
Plunkett's Stage Show: Holyoke, Colo., 14-16.
Pierce's, Jack, Radio Jamboree: Minot, N. D., 13-14; Devils Lake 15; Rugby 16; Beach 18; Circle, Mont., 19; Livingston 20; Bozeman 21.
Slout, Toby & Ora, Players: Ionia, Mich., 11-16; Charlotte 18-23.

MOTOR STATE SHOWS

BIG V.F.W. CELEBRATION

Fenton, Mich., July 11-16, downtown, followed by Homecoming around Courthouse, Paulding, Ohio. Want Hanky Panks all kinds.

JOE FREDERICK
Owner-Mgr.

FOR SALE

E-Z FROZEN CUSTARD MACHINE

Mounted on 10 ft. Stainless Steel Tandem Trailer, glassed on 3 sides, fluorescent and neon lighting. In A-1 condition. Will sell cheap for cash. Can be booked on Show

L. M. HIGGS
c/o WALLACE BROS.' SHOWS
Ottawa, Ill., this week; South Beloit, Ill., next week.

URO, USARSA AFFAIRS CLICK

Ops Examine Problems at Gotham Meet

All Officials Re-Elected

By Bill Love

MINEOLA, N. Y., July 9.—Main topics of discussion at the United Rink Operators' (URO) convention, June 27-29, were the Roller Skating Institute of America (RSIA), current relations with the American Society of Composers, Authors and Publishers (ASCAP), the 20 per cent admission tax, the *American Skater* magazine and mid-winter sectional conclaves for operators.

Meetings were held near Mineola Rink, scene of the U. S. Amateur Roller Skating Association's national championship meet (June 27-July 2), at SanSuSan Restaurant and at the Garden City and Court View hotels. Mineola ops Earl Van Horn and Harry Bickmeyer were hosts.

All of last year's officers, in accordance with URO policy permitting two terms, were unanimously returned to office.

Perry Giles, Curvecrest, Muskegon, Mich., was re-elected president; Frank Ferrara, Skateland, Everett, Wash., first vice-president; Joseph Barnes, Adelphia Sporting Club, Philadelphia, second vice-president; Norman Barber, Skateland, Cranston, R. I., third vice-president; Robert E. Black, Black's Roller Rink, Huntington, W. Va., secretary, and Thomas Beers, Carlin's Roller Rink, Baltimore, treasurer. On the executive board are Eugene V. Regalia, Florham Park (N. J.) Arena; Edward J. Von Hagen, Norwood (O.) Roller Rink, and Harold Shurr, Oakridge Rollerdrome, Hobart, Ind.

All committee chairmen were returned to office fo another year.

Irwin Rosee, director of the RSIA, and Joseph Shevelson, Chicago Skate Company, spoke at length on advantages of the Institute, and Rosee gave a detailed outline of the more important newspaper, magazine, motion picture, television, radio and general public relations breaks received thru its efforts. Rosee said the Institute had enough money on hand to carry it thru the summer, but that more funds, depending on the job to be done, would be needed in the fall.

He stressed the importance of the great new medium television and stated that if funds were made available for the purpose motion picture films of roller skating shows, etc., could be made and sent to every channel in the country for free use at the convenience of each.

Rosee said the Institute's second handbook is now at the printers and that next season periodic supplementary bulletins, containing valuable information for operators, are planned.

Shevelson announced that his company is doubling its sizable contri-

(See URO MEMBERS, page 78)

ISSP Set Up Formally To Probe Problems of Skating Industry

MINEOLA, N. Y., July 9.—The International Society of Skating Professionals (ISSP), founded last Labor Day week-end, met Wednesday (29) and Thursday (30) at the Court View Hotel here while USARSA nationals were in progress at Mineola Rink. Future conclaves, it was decided, will also be held in conjunction with United States amateur meets.

George Werner, Mineola instructor, was elected chairman, with operator Perry Giles, Muskegan, Mich., co-chairman, and his wife, Margaret, secretary and treasurer.

Primary purpose of organization, it was declared, is co-operative discussion among member pros on problems affecting the roller skating industry. Membership was made open to all active instructors. Dues were set at $5 a year, and sectional divisions, each to hold a monthly meeting, were set up.

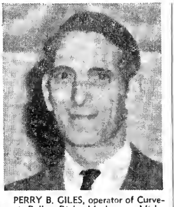
Approximately 40 problems, posed by members present, were put on a panel for discussion at the monthly meetings. Results will be sent to the secretary who, in turn, will relay them to all sections for mail votes.

A major topic discussed, introduced by Giles, concerned methods of educating competitive skaters to respect their rinks. George Werner, in answer, stated that instructors should stress to this group that time given for free practice is not owned. He also declared that it was the duty of every professional to foster better relationships between ops and skaters.

Another discussion placed on the panel was proper methods of conducting practice periods for competitive and non-competitive amateurs. One school of thought favored long training sessions because the present high level of skating demands them. Another said long workouts tire skaters so that they cannot skate public sessions, a situation which is unfair to operators.

The following professionals attended at least one of the two meetings:

Louise Campbell, Donald Mounce, Jean Van Horn, George and Gladys Werner, Mineola Rink; Rudy Pavylik, Chicago; Donald Decker and Ruth Holland, Skateland, Bridgeport, Conn.; Perry and Margaret Giles, Curvecrest, Muskegon; John Dayney and Clayton LaMay, Riverside, Plymouth, Mich.; Clifford and Mildred Neschke, Moonlight Rollerway, Pasadena, Calif.; Mr. and Mrs. Victor Shankey, Rainbow, Bergenfield, N. J.; Claire and Walter Trotter, Paterson (N. J.) Recreation Center; Andrew and Mary Lisovsky, Paramus (N. J.) Roller Rink; Jean Lettau, Detroit; Skippy Sutherland, Plainfield, N. J.; Betty Smith, Renton, Wash.; Billy Reed, Boulevard Arena, Bayonne, N. J., and Dorothy Daisley, Washington.



PERRY B. GILES, operator of Curvecrest Roller Rink, Muskegon, Mich., was re-elected to a second term as president of the United Rink Operators, along with other officers, at the June 27-29 convention of the association in Mineola, N. Y.

Champs Feted

NEW YORK, July 9.—Finale of the 1949 USARSA sanctioned United States amateur championship meet and accompanying conventions of operators, amateurs and professionals was a formal victory dinner dance, Saturday (2) at the Hotel McAlpin. With URO operators as hosts, program included a full-course chicken dinner, presentation of trophies and dancing until 3 a.m. Mineola op Earl VanHorn was emsee. Both the 24th floor ballroom and the Roof Garden were used. Manufacturers' representatives and members of the press were guests.

TC Club Wins At ARSA Meet

Mineola second, followed by Paterson, Riverside, Plymouth, Rainbow clubs

MINEOLA, N. Y., July 9. — The America on Wheels Twin City Club of Elizabeth, N. J., retained possession of the J. B. White National Club Challenge Trophy by scoring 149 points in artistic events of the USARSA sanctioned United States Amateur Roller Championship meet, skated June 27-July 2 at Mineola Rink. Second, with 93 counters, was the host Earl VanHorn Club. Third, fourth and fifth places were snared by the Paterson, N. J., club; Riverside, Plymouth, Mich., and Rainbow, Bergenfield, N. J.

Despite almost unbearable heat, daytime crowds were good and there were near sellouts on several evenings.

Quality High

Caliber of competition in this eighth country-wide titular was generally recognized as highest in its history. Approximately 500 skaters, representing 45 clubs in 14 States, competed. Best represented club was Riverside, Plymouth, Mich., coached partly by Bill and Eldnra Best, who were responsible for Twin City's rise to power.

Meet starlet was seven-year-old Carol Ann Rutherford, Renton, Wash., who placed first in three juvenile events and made a spectacular showing against older, more experienced campaigners in novice ladies' pairs and intermediate fours. All-star family was Mineola's Henrich clan (June, Ruth and Frank) which collectively accounted for 33 of their club's 93 points.

Veteran contestant June Henrich, 17, of Mineola, staged a surprise comeback after an off season in 1948, to take senior ladies' honors. Leonard Baggaley, Bergenfield, N. J., last year's RSROA Senior Men's runner-up, shaved thru in that event to show he could handle himself in the USARSA, too. Twin City scored a clean sweep in senior fours and Mineola did the same in senior dance. A new event, senior men's pairs, was skated for the first time in any U. S. contest.

James Calder, Alexandria, Va., be-

(See AOW Twin City on page 78)

The First Best Skate



QUALITY

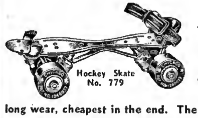
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The Best Skate Today

PORTABLE RINK
50x100 Ft.
4 ft.-8 ft. interchangeable sectional floor, maple, Baloring type Khaki Tent and all Poles, Clock, Skate Parts, 45 Pair Ladies' and Men's Shoe Skates, complete stock Clamp Skates, complete P.A. and Music System, Records, all Underpinning Stakes, Blocks, Cables, Counters, Rails, Cold Drink Box. All of this rink is in the best of condition and priced to sell. It's all here and operating now. Two and one half years old. Price, $4,500.00. Inquire
SHERMAN ROLLER RINK
1700 S. Montgomery Sherman, Tex.

Ideal Roller Rink Site
3½ acres with modern 5-room house, nicely landscaped, on hiway junction, across university campus, just outside city limits. Bus stop. City much in need of recreational facilities. Will sell or lease long term. Write or wire
R. F. BOEWING
R. R. 3 Valparaiso, Indiana

RINK MEN WHO USE CHICAGO SKATES

ARE SUCCESSFUL



There's a reason. Chicagos are strong, can take hard wear, low up-keep cost, easy rolling. Simple to replace worn parts after long wear, cheapest in the end. The most complete line from the smallest child's needs to the most proficient skaters' requirements. Write for Catalog and Rink Mgrs.' Booklet No. 6 by a successful rink man.

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Manufacturers of All Kinds of Roller Skates
4427 W. LAKE STREET CHICAGO 24, ILLINOIS

AOW Twin City Arena Clubsters Take Top Honors at ARSA Meet

(*Continued from page 77*)
came senior men's speed champion by winning the two-mile and one-mile races and placing second in the 440. Doris Dahl, Twin City, copped senior ladies' speed with a first in the 880 and second in the mile and 440 events.

Trophy Pass-Out

Twenty-one trophies were awarded at the victory dinner dance which followed the meet at the McAlpin Hotel.

These were the J. B. White National Club, donated by Jean B. White; Louisiana State Senior Fours, donated by Charles Hierne Jr.; Senior Ladies Singles, donated by Inez and Earl VanHorn; Senior Men's Singles, donated by Willard Holland; Senior Men's Speed Skating, donated by America on Wheels; United States Senior Dance, donated by Gladys and George Werner; Senior Pairs, donated by *The New York Journal-American;* Junior Men's, donated by the Earl VanHorn D. & F. Club; Junior Ladies, donated by Edward J. VonHagen; Junior Dance, donated by America on Wheels; Novice Men's, donated by William Brewer Jr.; Novice Ladies', donated by Edward J. VonHagen; Novice Dance, donated by Orville Godfrey; Barker-Gilbert Juvenile Boy's Singles, donated by Mr. and Mrs. Paul Gilbert; Juvenile Ladies' Singles, donated by Ruth Holland; Juvenile Pairs, donated by Bill and Eldora Best; Intermediate Men's Speed, donated by Orville Godfrey; Senior Ladies' Pairs, donated by Tom Noble; Novice Ladies' Singles, donated by Loretta Reuhle; Junior Mixed Pairs, donated by Skating Researchers, and Intermediate Ladies' Singles, donated by Skating Researchers.

Results of artistic events follow:

Senior men: Leonard Baggaley, Bergenfield, N. J.; Daniel C. Ryan, Washington; Kurt Hoernlein, Elisabeth, N. J. Senior ladies: June Heurich, Mineola, N. Y.; Violet Gargano, Elizabeth, N. J.; Charlotte Ludwig, Elizabeth, N. J. Senior pairs: Mickey Brown and Irma Barnard, Plymouth, Mich.; Jude Cull and Charlotte Ludwig, Elizabeth, N. J.; Kurt Hoernlein and Violet Gargano, Elizabeth, N. J. Senior dance: Charles Irwin and Gladys Ward, Mineola, N. Y.; Charles Lowe and Wilhelmina Stuchel, Mineola, N. Y.; Edward O'Donnell and Anne Feder, Mineola, N. Y. Senior men's pairs: John Haddad and Jacob DenBleyker, Paterson, N. J.; Kurt Hoernlein and Marvin Schwartz, Elizabeth, N. J.; Jude Cull and Rod Hackell, Elisabeth, N. J. Senior ladies' pairs: Mary Louise Leahey and Violet Gargano, Elisabeth, N. J.; Charlotte Ludwig and Shirlee Ludwig, Elizabeth, N. J.; Irma Barnard and Loretta Ruehle, Plymouth, Mich. Senior fours: Ludwig-Callahan-Ludwig-Cull, Elizabeth, N. J.; Gargano-Leahey-Hackell-Hoernlein, Elisabeth, N. J.; Dahl-Illik-Dahl-Moore, Elizabeth, N. J.

Junior men: Charles Irwin, Mineola, N. Y.; Rod Hackett, Elisabeth, N. J.; Ronald Rancourt, Hartford, Conn. Junior ladies: Carol Ann Freitag, Bergenfield, N. J.; Shirlee Ludwig, Elisabeth, N. J.; Ellen Fronrath, Detroit. Junior pairs: Harold Webb and Joanne Dapper, Pittsburgh; Dean and Joan Ansch, Plymouth, Mich.; Hugh Devore and Althea Clewell, Elizabeth, N. J. Junior Dance: Charles Aininger and Gladys Feinstein, Bayonne, N. J.; George Dahl and Dorothy Bolarsky, Mineola, N. Y.; Ralph Bevilacqua and Dolures Bevilaequa, Pittsburgh.

Intermediate men: John Haddad, Paterson, N. J.; John Stolps, Worcester, Mass.; Jacob DenBleyker, Paterson, N. J. Intermediate ladies: Violet Moore, Elizabeth, N. J.; Audrey Mallette, Bergenfield, N. J.; Lee Beelitz, Bayonne, N. J. Intermediate dance: John Haddad and Ruth Schulte, Paterson, N. J., George Rottkamp and Geraldine Newland, Mineola, N. Y.; Eble Stair and Gloria Sullberg, Seattle. Intermediate pairs: Marvin Schwarts and Dianna Lansotti, Elizabeth, N. J.; Zel Massine and Howard Rhodes, Plymouth, Mich.; Joseph Pecyna and Frances Costa, Pittsburgh. Intermediate fours: DenBleyker-Haddad-Yeoman-Schulte, Paterson, N. J.; Cunningham-Johnston-LaBadie-Theigen, Elizabeth, N. J.; Costa-Dapper-Pecyna-Webb, Pittsburgh.

Novice Heurich Wins

Novice men: Frank Henrich, Mineola, N. Y.; Ronald Holland, Pasadena, Calif.; Donald DeRoo, Paterson, N. J. Novice ladies: Ruth Henrich, Mineola, N. Y.; Margaret Meyers, Mineola, N. Y.; Joyce Bonocore, Bergenfield, N. J. Novice pairs: Frank and Ruth Heurich, Mineola, N. Y.; James Mazel and Nan Massloe, Plymouth, Mich.; Donald DeRoo and Ellen Stoeckel, Paterson, N. J. Novice dance: James Chobanian and Joyce Bonocore, Bergenfield, N. J.; Larry Barnes and Joyce Barnes, Plymouth,, Mich.; Bernard Jeffer and Joan Alrois, Paramus, N. J. Novice ladies' pairs: Carol Ann Freitag and Carol Weigand, Bergenfeld, N. J.; Ruth Donnelly and Ellen Stoeckel, Paterson, N. J.; Evolyn Davis and Arlene Wanat, Plymouth, Mich.

Juvenile boys: Ronald Butler, Renton, Wash.; Bert Lobberegt, Renton, Wash.; George Bonocore, Bergenfield, N. J. Juvenile girls. Carol Ann Rutherford, Renton, Wash.; Judy Laury, Plymouth, Mich.; Joellyn Richter, Renton, Wash. Juvenile pairs: Ronald Butler and Carol Ann Rutherford, Renton, Wash., Bert Lobberegt and Sharlene Gordon, Renton Wash.; George Bonocore and Susan Cole, Bergenfield, N. J. Juvenile dance: Ronald Butler and Carol Ann Rutherford, Renton, Wash.; Thomas Kaltenbach and Hester Wright, Plymouth, Mich.; George Bonocure and Susan Cole, Bergenfield, N. J.

Senior men: James Calder, Alexandria, Va.; Harold Hand, Mt. Vernon, N. Y.; Tony Massiello, Florham Park, N. J. Senior ladies: Doris Dahl, Elizabeth, N. J.; Ginger Mann, Mt. Vernon N. Y.; Catherine Paterson, Elizabeth, N J. Intermediate men: Robert Terry, Washington. Leonard Murru, Florham Park, N. J.; Willard Holland, Reading, Pa. Intermediate ladies: Mary Thompson, Washington; Mary Heaton, Florham Park, N. J. Junior men: Eddie Horan, Elizabeth, N. J.; Edward Sweneen, Hackensack, N. J.; Donald Phillips, Hackensack, N. J. Junior ladies: Marlou Eckwerth, Mt. Vernon, N. Y.; Betty Cunningham, Elisabeth, N. J.; Elisabeth Kruck, Hackensack, N. J. Juvenile boys: Wayne Smith, Plymouth, Mich.; David Freitag, Bergenfield, N. J; Albert Eckwerth, Mt. Vernon, N. Y. Juvenile girls: Barbara Kempainen, Plymouth, Mich.; Charlotte Roeder, Plymouth, Mich. Midget boys: Jim Donley, Alexandria, Va.; Louis Borum, Washington. Midget girls: Sharon Wright, Plymouth, Mich.; Judy Laury, Plymouth, Mich.; Mollie Kleinman, New Dorp, N. Y.

URO Members Probe Problems At N. Y. Conclave

(*Continued from page 77*)
bution to the RSIA publicity chest.

Discussion on virtues and faults of the RSIA followed, a vote was taken, and it was decided that financial support of the publicity body should be left to the discretion and conscience of each rink owner, with donations being sent to the secretary's office, which would act as a clearing house.

In answer to President Giles's call for a committee report on the current ASCAP situation, it was stressed that the music group is in a much weaker condition today because it had recently lost a court case against motion picture people in which the courts declared ASCAP a monopoly and therefore without legal standing.

Significance of this case, however, could not be determined, it was added, until decision on ASCAP's appeal is given.

A report on the 20 per cent amusement tax was made by Giles and William Schmitz, general manager of America on Wheels, who had visited Internal Revenue offices in Washington together. Both agreed that test cases and other proposed devices are a waste of time because for one thing the Supreme Court can even refuse to take the case. Instead, they urged each operator to join with others in the amusement biz and to deluge congressmen with bona fide letters urging reduction or outright repeal.

Schmitz said this is especially important now because the Senate Finance Committee had just voted to cut the excise tax on admissions from 20 to 10 per cent and that a similar project was afoot in the House.

Beers stated that in Pennsylvania a municipal admissio tax has been added to the federal one.

With regard to the *American Skater*, editor Arthur Goodfellow's plan to publish an issue immediately after the convention and championship meet was shelved because many rinks are shuttered for the summer. Instead, it was agreed to get out six issues next year, approximately six weeks apart, as follows: early September, October 15, Thanksgiving, Christmas, February-March and May 15.

Operators were urged to contribute material so that the magazine will always represent a fair cross-section of the nation's rinks and skaters.

Wintertime sectional meetings and chairmen were set as follows: Elizabeth, N. J., December 12 (William Schmitz); Pasadena, Calif., date open (Stoddard Gunaer); Seattle, December 12 (Frank Ferrara); Cincinnati, December 19 (Robert Black); Muskegon, Mich., December 5 (Perry Giles); Jacksonville, Fla., December 19, (James Gradwell).

L. E. LaMay, a new member, asked about the running of a successful club. Schmitz stated in answer that if he meant a profitable club he never knew of one and that the expenses of maintaining a club should be charged off as advertising. Schmitz added that his racing clubs paid off better in publicity than the dance and figure groups because newspapers prefer that type of material.

After some discussion on how operators handle clubs, a motion was made that Schmitz send out a questionnaire on the subject.

President Giles announced that the United States Amateur Roller Skating Association had selected Stoddard Gunaer's Moonlight Rollerway, Pasadena, Calif., for its 1950 U. S. titular. The dates: July 10-15.

Giles also announced that the URO board had requested that the USARSA send its bulletins to operators as well as to clubs on their mailing lists.

A question about transferring URO membership when a rink is sold was settled quickly when attention was called to the constitution, which states that the rink itself, not the individual operator, belongs.

A motion that membership dues become due and payable every December 1 was passed.

Top Skaters To Vie for 35 Awards at RSROA Meet

DETROIT, July 9.—Competition for 35 challenge trophies to be awarded at the Roller Skating Rink Operators' Association (RSROA) American championships, to be held July 11-16 at Riverside Stadium, Washington, is expected to bring out top amateur skaters of this country and Canada. In each case, the skaters have already proved their qualifications by participating in from two to four preliminary meets.

Commenting on skaters and personalities, many of them well known to followers of skating, Fred A. Martin, secretary-treasurer of the RSROA, pointed out that there will be 530 entries beginning with Lanette Adams, Tacoma, Wash., who at five is the youngest entry. She will skate against Dianne Zitur, Portland, Ore., nine, in the juvenile girls' figure skating event

Men Top Women

Male entries, 157 men and 118 boys, give men an edge of 20 over the distaff entry of 139 women and 116 girls. Females won available places with fewer entries, but the larger male entry came as a surprise since roller skating has always been considered predominantly a female sport in competition.

Names such as Patricia Edge, Atlanta, and Gula Helen Roll, San Jose, Calif., will be participating. Jimmy Godfrey, Detroit, senior speed skating champion, will have to skate against his younger brother, Dale, 1948 intermediate speed skating champion, if he enters the meet because his brother is eligible, having passed his 18th birthday.

Mary Lou Dauer, Cincinnati racing queen of the United States and World Congress, is expected to defend her title and try for three wins of the Sefferino Trophy. Betty Hosek, Seattle, is the only one who has ever beaten her, in the U. S. 1947 meet. Ann Shy, Dayton, O., annexed Miss Dauer's Ohio title this year, while Mary Anger, Flint, Mich., won the regional.

In the figure field Jay Norcross, Greeley, Colo., will be back to try for his third successive senior title in as many years. Toughest opposition to Norcross, from the three senior men, is anticipated to be from Rudy Goldmann, last year's inter-

(*See TOP SKATERS on page 87*)

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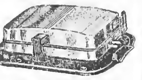
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(Continued on page 80)

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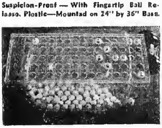
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AGENTS & DISTRIBUTORS

(Continued from page 79)

RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Mount Morris, Ill. oc1

SELL BIG MONEY MAKER TO MEN AND women; easy handwork makes fast-selling useful articles; sample free. Sunmade Co., Brockton, Mass. ju23

SELL WELL KNOWN HIGH GRADE WM. A. Rogers Silverware at wholesale prices to institutions, churches and friends; 26 piece service, regular price $29.95; cost you $12; we include beautiful display packette with sample set; ship same day order is received. Mail money order to the Beacon Sales Corp., 37 S. Wabash Ave., Chicago 3, Dept. B.

SEND 25¢ FOR SIX WHOLESALE CATALOGS listing 1,000,000 articles; addresses of firms will be sent you return mail; guaranteed. Goldberg Sales Co., 1538 S Lawndale, Chicago 23, Ill.

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TAPE RECORDER - THE FAMOUS BRUSH Soundmirror; regular list price, $229.95; limited quantity while they last, $110, F.O.B. Providence. Write: R. U Lynch, Inc., 9 Federal St., Providence, R. I.

TO SELL IN EXCLUSIVE TERRITORY—100% Stainless Steel Tableware; all items mirror finished high quality merchandise; low selling price; good commission on fast turnover; each sale guarantees repeats; $1 for sample service, 5 pieces. Information. Schaaf Brothers, 76 Voorhees St., Newark 5, N. J. au6

VALUABLE INFORMATION—HOUSE TRAILER users, yours $1. Or. Roberts, Cross City, Fla. jy16

ZIRCONS, ALEXANDRITES, RUBIES, OTHERS —Direct importation, guaranteed best quality, lowest prices; for personal use, fairs, displays or side line; 1½ carat Gemzircon, $6; agent special, for resale, 1¼ carat Gemzircon, $3.50; catalog, 10¢ Imbusex, Armonk N Y. au20

$3 DOZEN PLASTIC APRONS—OTHER QUICK-selling quality buys, including matching Tablecloth-Apron sets, $11 dozen; sample set $1.25; free catalog Jole Fashions, 251B East 119 St., New York N. Y. ju30

30 KINDS VEGETABLE, MINERAL, VITAMIN Diet Supplement Tablets, $3.50 thousand; sell for $1.50 hundred; write for list. Natural Products, 211 W. Jackson, R602, Chicago 4, Ill.

51-54 GAUGE FULL FASHION NYLONS—Clean factory rejects will repeat to your trade; prompt delivery; $3.50 per dozen; sample box of 3 pair, $1; satisfaction guaranteed. Southern Hosiery Sales, Box 1624, Chattanooga, Tenn.

10,000 DOZEN FULLFASHIONED NYLONS—Ready to go; #1, $6; #2, $5; #3, $3.50; #4, $2; individual fancy pack three to box; some of our jobbers are turning 100 dozen weekly; C.O.D. this ad. Wire or order: Sibert Jobbing House, Box 1242, Chattanooga, Tenn.

ANIMALS, BIRDS, PETS

A FOUR LEGGED CHICKEN FOR SALE—Closing date for bids July 30; also have freak hog. Jerry Miller, Box 193, Ottoville, O.

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MEXICAN YOUNG TAME BURROS FOR RIDing, $45 each collect or $65 prepaid. General Mercantile Co., Laredo, Tex.

NEW WHOLESALE CATALOG PLUS 5 SAMples—Chameleon Chains, Mexican Revolutionary Bill, Feather Pictures, 25¢; Hamsters, dozen males, $9; females, $16.80; Mice, $3.50 dozen; Chameleons, $1.80 dozen; Chains, $2.50 hundred; 24" Alligator, $5 Quivira Specialties, Topeka, Kan. jy30

BUSINESS OPPORTUNITIES

ANALYZE HANDWRITING FOR PROFIT!!!—Complete Outfit, $1; profits, $20-$50 daily extra charts, $7.50 1,000 Graphologers, POB-971, Philadelphia. jy30

DO YOU HAVE A COUNTER FREEZER? Make your own ice cream bars; complete deal includes molds, stick holders, sticks, bags and coatings; nominal expenditure gives you production line efficiency; for free information write Fountain Specialties, Dep't B-7, 1730 W 25th St., Cleveland 13, O., giving size and make of your ice cream machine. ju16

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FOR SALE—COMPLETE MED. SHOW OUTFIT; now working and doing good business; sickness compels me to retire; if you are looking for a bargain here it is Mgr. Med Show, Galesburg, Ill.

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FREE FOLIO — WHOLESALE SUPPLY Sources, Business Deals, Plans, Ideas, Formulas Kolamile Co., Box 572, E Dayton O ju16

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COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machines

Bargains will be found on page 89 in this issue.

COSTUMES, UNIFORMS, WARDROBES

CLOWNS AND BURLESK COMICS' PROPS, Wigs, Accessories; free list (assortments, $5). "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. jy30

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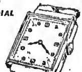
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MANAGER FOR GUEST HOME, COURT OR cottages in Florida; will also lease; A-1 reference. M. Shank, 401 Trenton Ave., Wilkinsburg, Pa. ju16

CIRCUS AND CARNIVAL

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TATTOO ARTIST—DESIRES GOOD PERMANENT location in soldier or sailor town; beautiful flesh. "Dutch," Box 151, Gainesville, Tex.

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A-1 GUITARIST—READ, FAKE, GOOD TAKE-off, sing, can M.C.; hard worker, congenial; small combo preferred. Don "Mike" Wilson, Hotel Rogers, Beaver Dam, Wis.

A-1 TRUMPET DOUBLING VOCALS (BALLADS); fine for combo work; also expert lead man; widely experienced; excellent tone and range. Robert Campbell, 1104 Second St., Beaver, Pa.

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AT LIBERTY — BAR PERFORMER, AERIAL and ground; go anywhere on right deal; contact immediately, will join on wire. Rudolph, 233 East Willow, Long Beach, Calif.

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WILSON COMEDY DOG CIRCUS — LADY Clown, 6 fast working dogs, lots of comedy; also do clown acts; priced right for parks, fairs celebrations. Box C-370, Billboard, Cincinnati, O. jy16

3 FEARLESS STARS — WORLD'S HIGHEST contortion trapeze act; beautiful costumes, gorgeous girls, flashy rigging; parks, fairs, celebrations, for open time, contact: Jerry D. Martin, Billboard, Cincinnati, O au27

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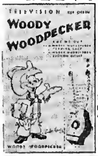


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FOUR NICKELS . . . to FOUR DIMES
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No tot will be able to resist these sparkling balloons with pleasing prints of dogs, cats, kittens and puppies — in one and two color print.

For balloons that sell on sight — show Eagle balloons.

Our sales department will be glad to introduce you to a realiable jobber. Write today for details.

EAGLE RUBBER CO., INC. · Ashland, Ohio

NEW CATALOG NOW READY!

SLUM

	Gross		Gross		Gross
Sun Classes	$ .30	Crickets	$ 98	Tube Whistles	$ 98
Camic Masks	.35	Spring Clothes Pins	89	Finger Traps	1.35
Wedding Rings	.65	Warblers	.85	Lead Pancils	1.95
Plastic Thimbles	.75	Pocket Combs	98	Bangle Bracelets	2.25
Plastic Crosses	75			Blow-Outs	2.75

NOVELTIES

	Gross		Gross		Gross
12 In. Paper Parasols. Doz. $2.00	$22.50	18 In. Paper Parasols. Doz. $8.40	$96.00	Paper Snakes	$ 5.95
15 In. Paper Parasols. Doz. $4.00	45.00	6 In. Fur Monks. Doz 80¢	9.00	Min. Straw Hats. Doz. 80¢	9.00
17 In. Paper Parasols. Doz. $6.50	75.00	Fur Monks. Doz. $1.65	18.60	Stapled Fly Birds	7.95
				Taped Fly Birds	9.60
				Imported Fly Birds	10.50
				Rubber Daggers	7.50

GLASSWARE

	Gross		Gross		Doz.
Miniature Mugs	$3.25	S & P Shakers	$4.50	Decorated Pitchers	$3.75
Ash Trays	3.75	Nappies	4.50	Colored Vases	2.00
Juice Classes	2.95	Ruby Tumblers	9.00	Pink Trays	1.90
Whiskey Classes	2.95	Decorated Tumblers	8.00	Ruby Pitchers	3.75
12 Oz. Tumbler	3.75				

CONCESSION SUPPLIES

Daisy Cork Guns. Ea.	$5.50	Hoop-La Rings. 4 In. to 7 In. Doz.	$ .70	Weighted Darts. Doz.	$1.20
Cork Gun Corks. 1000	2.75	Worth Base Ball Doz.	2.25	Dart Balloons. Gr.	.90
Aluminum Bottles. Ea.	1.10	Latex Base Ball. Doz.	2.40	Knife & Cane Rack Rings. 100	4.50
Wood Bottles. Ea.	.65				

25% deposit with C. O. D. orders. Add transportation charges to prices. Free Apron with $25.00 order

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NOW OCCUPYING OUR NEW BUILDING WITH LARGER MANUFACTURING SPACE

NEW CATALOG WITH PRICES REDUCED NOW READY. STATE YOUR BUSINESS



Large Assortment Expansion Bracelets, Gold Plated, $4.25 Dozen.

Identification Bracelets, 10c up

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LETTER LIST

Billboard TRADE SERVICE FEATURE

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Cunningham, Mrs. Clifford 8c
Flynn, Mike 08c
Madnes, Mrs. 5c
Miller, R. G 6c
San Fratello, Mrs. A. 15c
Stephens, B. A. 15c
Williams, Ray 35c

Adams, Dewey P.
Aker, Wally
Albrecht, Geo. R.
Alden, Duke
Alfredo, Al (Tattoo Artist)
Allen, Cecil
Allen, Rex L.
Alvarez, Fred
Ann, E. F.
Anderson, Leslie H.
Anderson, Margaret & Roy (Sam Scott)
Annin, Jim
Anthony, Milo
Archer, L. D.
Arnold, Happy
Arthur, Mrs. Eleanor
Auchlman, Jake
Auskings, Clarence (Agt.)
Austin, Frank
Bagwell, Jimmy
Bailey, Willard
Baker, Harry E.
Bales, Mrs. Pat
Balsowise, Mrs. Peter
Banger, Fred Eugene
Barrett, Wm. Turner
Bauer, Augusta
Bauer, Geo. H.
Bayssinger, A. S
Bean, William D.
Beasley, Mrs. H.
Beatty, Jack
Beck, Bob
Bedell, Celeste
Bell, Louis A.
Ben, Mrs. Larry
Bennett, Melvin
Berkley, Sandra
Bhola, Alex
Bingham, Perry
Bishop, Red
Blackburn, Hodgel
Blackley, Mr. D.
Blanton, J. W.
Bode, Henry W.
Bogart, Earl J
Boise, Mrs. Betty
Boll, Lloyd Jones
Booth, Lee James
Borror, W. L.
Bouchard, Mrs. B. J.
Bowers, Fred V
Bozman, Mrs. Paul
Brady, Hardy M.
Bray, Bill
Bray, Wm.
Brock, Sharron K.
Brown, Delmer
Brown, Mrs. Doc
Brown, Jessie
Brown, Toola
Burchfield, Peggie
Burdick, Edmund
Burke, Anthony
Burleson, Millie
Burns, Kathleen
Butler, Mrs. Daisy
Buzhuz, Don
Calhoun, Beatrice
Caper, Don (Juggler)
Carland, Clarence R.
Carlson, Mrs. J. M.
Carmin, Derreld D
Carr, Wm.
Carrizales, Stoney D
Carter, Richard L.
Caskey, Don
Cassett, Kathleen
Catanzarite, Rocky
Catron, Jimmie
Chambers, L. E.
Chanda, The Magician
Chapman, E. A. "Hoppy"
Chastain, Mrs. Wm.
Childers, R. Sam
Christensen, Mrs. George
Clasill, Wm. W
Cline, Mrs. Edmond
Cloan, Wm. T.
Cochran, Bruce
Cody & Cody
Cody, Herman Lee
Cody, Jimmy Lee
Collender, Jack
Connors, Myrna
Cook, R. G.
Corbett, John M.
Corey, Joe
Corlew, Martha M.
Corlew, Nathan C.
Couch, Miss Jimmie
Couls, Robert and Mary J.
Cournayer, Mrs. Hector
Courtney, Madam Grace
Cowan, William
Craig, Alvin
Cramer, C. E.
Crawford, Faith
Crosby, Mrs. Billie
Cross, Paul
Cruark, Mrs.
Cunningham, Mrs. Mazie Lee
Cushway, Warren
Cutter, Jack
Cutter, John
Cutter, Mrs. John
Dadswell, Jack
Daily, Alvin
Dakin, Mrs. Nellie
Davidson, Miss Maurice
Davis, Larry C.
Davis, Major Stanley
Dawson, Bill
Dean, Tex
Dearo, Mrs. Bert
De Heath, Paul
Delanter, Leroy
Demetros, Dewey
Demetro, Steve
Dial, Al
Diamond Jim's Circus
Dion, Theodore and Anne
Dodd, Sam Jr.
Dowling, Mrs. Harry E.
Downs, Jack
Drakes Amusement
Drew, H. D.
Duckett, Mrs. Bill
Dugan, J. H.
Duly, P
Duncan, Mrs. W. R.
Dunvitch, Sam
Durham, Buddy
Edwards, Blackie
Edwards, J. H. and Katherine M.
Edwards, Mrs. J. D.
Elam, Robert Dale
Elliott, Sunshine
Ely, Steve
Emil (Mouse Man)
Emswiler, A. D.
Engerer, Capt. Ernest
English, W. H.
Ervin, E. H. (Johnny)
Ervin, Helen
Erickson, L. L.
Ezell, Mrs. Lee
Evans, E. M.
Farr, Donald
Farrar, Jake
Faulkner, Ed
Fee, Johnny
Fennell, Mrs. A. V.
Ferrell, James
Fitzpatrick, Fred
Flemming, Mrs. Pearl
Flippenstein, Leona
Floy, Kitty
Fox, Harry J.
Frank, E. J.
Franz, Otto
Frey, Wm. H.
Friend, J. D. (Don)
Friscos, The
Froemming, Mrs. Emily
Fulton, Phillips
Furgerson, Carl (Bingo)
Gallaher, Mrs. Louella
Gelb, Joe
Genimas, Kenneth
Gennusa, B. C.
George, Frank
Gibbons, Arthur W.
Gibson, Raleigh
Gilnes, Morris
Gnall, J. D.
Gordon, Harry L.
Gordon, Keith Edw.
Graham, Del
Gratiot, Merle J.
Gray, Mrs. Carolyn
Gray, Clifford H.
Gray, Elsa M.
Green, Col. Bill E.
Green, Chas. D.
Green, Johnny
Green, Mrs. Mary
Green, Ralph E.
Greene, Eddie
Griffin, George H.
Griffin, Neil W.
Griffith, Daybl
Griggs, W. P.
Guertin, Jack
Guy, Carry
Gunn, Mrs. L.
Haines, Bill
Haines, Fred
Hale, Robt.
Haley, Andrew L.
Hall, Mrs. Mae
Halstead, Ray
Halstead, Roy E.
Hand, Johnny (Hell Drivers)
Hanson, Walter
Hanville Jr., Wm. E.
Hardy, Pal
Harkey, Mrs. B.
Harlee, Pat
Harris, Naomi Fay
Harrison, Edward
Hart, Arthur
Hartman, Raymond Stuart
Haworth, Mrs. Joe
Hayes, Bobby (Aerialist)
Headley, Ray
Helborn, Charles J.
Henderson, Thomas H.
Herrick, Carl
Herrick, Mrs. Linda
Hinton, James
Hirschman, John J.
Hobbs, J. S.
Huffman, John N
Holder, R. L. Leslie
Hollis, Georgie
Holt, Bill & Mrs.
Holtkamp, L. B.
Howard, John E.
Hoymes, Vick
Huddleston, Earl
Hudson, Mrs. Ann
Huffle, Mrs. T. J.
Huffle, Tom
Huntington, Chester
Hunnicutt, Charles
Hunt, Jack Wm.
Hunter, Bill
Hurst, Jack
Hurtz, Joe
Hutchins, J. T.
Hutchinson, Jack (Selles Bros. Circus)
Hutton, Thy
Hutzler, Mrs. Margaret
Hyde, Mrs. Iva
Ingle, Fred E.
Ingram, Lyle B.
Ireland, Mrs. Nellie E.
Irvin, Ashton Faith
Jackson, Dallas M.
Jackson, Russell
Jansen, H.
Jeffrey, Wm. H.
Jenner, Earl
Jennings, Wm. M.
Johnson, Mrs. R. A.
Johnson, Frank M.
Johnston, Marvin Earl
Johnson, Michael R.
Johnson, Mike
Johnston, Michael
Johnson, Pete Chuby
Johnson, Robt.
Johnston, Jack
Jones, A. H.
Jones, F. Grady
Jones, John H.
Jones, Mrs. Lenna
Jones, Ralph (Uncle Dudley)
Kamp, Bob
Karn, C. S.
Kearns, Marie
Keating, Mrs. Babe
Keller, Frank & Thos.
Kelley, Andy
Kent, Larry
Kepley, Dixie
Kernes, Jim
Kindell, Herbert L.
Kirby, Elaine
Kissinger, Mrs. Betty
Klehan, Harry
Klinetop, Chester A.
Kling, Emile
Kuler, C. L.
Knowlton, F. M.
Kohlstrond, Armond
LaBrake, Scottie
Lorelle, Lawrence
Lorelle, Letty
LaMont, Arthur (Boyo)
Langen, Emile
Lark, Mrs. Walter
La Fontaine, Paul Paris
LaRue, Freddie and Gale
LaRue, Frenchy Ed.
Laltor, Jack
Lawlon, Danny
Leigh, Pat Dennis
Lesser, Lewis W.
Levitt, Molles
Lewis, Sam
Liebeknecht, Geo.
Lindsay, W. J.
Lint, Thomas W.
Lish, Willie
Litchfield, Frank
Little, Dave
Locke, F. B.
Logan, Harry F.
Long, John William
Lorenz, Max
Lowrey, Jack Lee
Lumpkins, Fred
Lundy, Eugenia M.
Lynch, Homer O.
McCaffery, L. C.
McCallum, D. P.
McCarty, Gordon
McCathern, Hugh
McClanahan, Mrs. W. H
McCurdy, Roy
McDonald, Mrs. R. L.
McDonald, Tommie
McFarland, Jack
McFarling, Mrs. Harriet
McKown, E. L.
McNeal, J. S., Jr.
McPherson, James
Mack, Robt. L.
Macolly, P. N.
Magni, Mrs. Wilda
Malman, M.
Manners, Marie
Maple, E. W.
Mariele, Arkey
Marks, Frank
Marsh, Jesse H. & Etta
Marshall, Mrs. Eura E.
Marshall, Mrs. Peggy
Marteney, Hensley R.
Martin, A. W.
Martin, Arthur L.
Martin, Geo.
Martin, Mrs. Hazel Laird
Martin, Jack
Martiney, Hensley R.
Mason, Harry W.
Mason, Wm.
Mathis, Lacy J.
Matthews, Ruth
Mattieks, Donald
Mayer, Robt.
Meadows, Mrs. D. D.
Meadows, Dudley D.
Merkle, Fred J.
Meyers, Clifford
Meyers, Tallie (Marke)
Miller, Earl W.
Miller, Bill
Miller, F. W.
Miller, Herbert
Mintz, J. B.
Mitchell, Joe
Mitchell, Louis
Mitchell, Tommy G.
Moberly, G. H.
Modele, Harry
Montavano, Dorothy
Morgan, Mrs. T. J.
Morrissey, R. T.
Mort, Mrs. Louise
Morton, Mrs. Fern
Mueller, Mrs. Geo.
Mundee, June
Munroe, Jack
Myers, Earl (Puckett)
Myers, Wm. H.
Nash, Lawrence
Naugham, Chas.
Neilson, Whity
Nelson, Harry S.
Newton, Harold
Norman, Chas.
Norman, Pete
Nowakowski, Walter
Null, Blackie
O'Dare, Jack
O'Day, Pat
O'Day, Timothy Larry
Odum, C. M.
O'Neil, Tommie
O'Riley, Jim
Osborne, W. E.
Pada, Jack
Parshall, Harry
Pernol, Paul
Peters, Frank K.
Peters, Mrs. Robt.
Peterson, Ham
Petrantis, Mike
Phoenix, Capt. Speedy
Pierey, Mrs. Geo.
Pike, W. D.
Porter, Ed. (Blackie)
Posey, R. D.
Potter, H. Hinkle
Powell, Red
Powers, Doc
Powers, L. X.
Presler, Chas.
Price, Mrs. Martha
Prokop, Ed.
Prudie, Tamlala
Pugh, Denny
Randall, Mrs. Harry
Rauh, Betty
Rauer, Geo.
Raymer, Ford E.
Reed, E. S.
Reed, Mrs. T. M.
Reilly, Chas.
Revolt, Paul
Reynolds, Sue
Rhys, Todd
Rice, Walter
Richardson, Bill (Blackey)
Richerson, Jack
Rickard, Mrs. Goldie
Rigdon, Clinton
Risolf, Alex
Roach, Austin Lee
Roach, Stanley
Robbins, Clarence
Roberts, Hal
Roberts, Mrs. Loleta
Robinson, B. F. Bill
Robinson, James
Rochman, Albert
Rodisill, Chas
Roily, Whitehorse
Rogers, Jess
Rogers, Franey
Rogers, W. L.
Rohden, Eddie
Rohder, Herman
Roman, M.
Rosanda, Nellie
Rosen, Billy
Rossi, Mrs. Rax
Rowe, D. V
Rowe, Mrs. Robt.
Rutter, Bud
Sabo, Mrs. Ada Mae
Sachtlemeyer, Jerry
Sanes, Edith
Satiro, Frank H.
Saunders, Geo. W.
Savage, Peggy
Sawyer, Fred.
Schulfied, Blackie
Schriber, Mr. G.
Scholer, Mrs. Charlie
Schultz, Lucky Leo
Scratch & Patch Dance Team
Scott, Mrs. Frances
Scott, H. R.
Settle, Betty
Shannon, Betty
Shaw, Geo. Pearl
Sheela, Dorale (Doa)
Sherman, John
Short, Albert
Shorts, Scotty
Shubert, Clyde V.
Sickles, Bob
Siegrist, Chas. North
Simmons, Kid
Simons, Joseph
Shelly, Jack
Smith, Bill
Smith, Tom
Smith, W. F.
Snow, Geo. H.
Snyder, Tex Leon
Solley, Margaret
Sorenson, Mrs. Willie
South, Mrs. Earl
Southard, Ray L. Jr.
Sparks, J. C.
Spielman, Mrs. Sam
Spitzer, Mrs. Vickie
Stanlowiak, John
Starks, E. R.
Stanley, Geo.
Stanley, Millard Gus
Stapleton, Cecil
Steffin, Hazel Louise
Stevens, Marsha
Stewart, E. F.
Stone, Geo. W.
Stuart, Oscar
Sturms, Edward F.
Sullivan, Frank (Scales)
Sullivan, Thomas
Sutton, Mrs. Kathleen Mary
Sutton, Wm. B.
Seymore, D. H.
Tallnat, Bill (Strawberry)
Tasker, Mrs. John
Thomas, Bob
Thomas, Cottrell J. (Magician)
Thomas, Mrs. Mary B.
Thompson, James Earl
Thompson, John
Thorpe, John Miles
Tilford, Geo.
Tilson, A. M.
Tobell, Allen
Tom, Bob
Tompkins, Tommy & Sarah
Tracey, Leonard
Trammel, Clyde
Tratch, Max
Trivendey, Al
Trohanowsky, Alex
Turner, Mrs. Clarice H. (W. J.)
Tyler, Dick
Venner, Robt.
Vernon, Bold
Vestal, James Cecil
Vevea, Toby
Victor, Mrs. Lucey
Villemarie, Joseph R.
Wake, Kenneth R.
Walcott, Bill
Walker, Donald (Lackey)
Walker, Robt. L.
Wallace, C. H.
Walter, Ed. D.
Wantz, Mrs. Gerald
Ward, Bill
Ward, Frank
Warren, S. B.
Wasso, Pete
Waters, Lloyd
Webb, Wm. M.
Weiler, Celeste (Bedell)
Weiner, Mrs. J. J. (Bobbie)
White, Allen
Williams, Marie
Wills, Mrs. Addie
Wilson, Mrs. Chas.
Wilson, Henry
Wilson, Ted
Wilson, Mrs. Vennie
Winslow, Jack
Winslow, Jimmie
Witthans, A. J
Wojlasek, Benjamin J.
Wolcott, Wm. H.
Wolfe, Eddie
Wright, H. C.
Wright, Ray
Zarlington, Mary
Zeiger, Clara
Zewie, The Juggler

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.
Chicago 1, Ill.

Abbott, Ernest H.
Blakely, John
Blakely, William
Boulware, Frank
Cameron, Wm. J.
Crowder, Geo.
Dixon, Vernon
Dulin, Bill "Red"
Ford, Edw. Jr.
Ford, Micky or Grady
Franks, Tarsa
Garton, Edith
Gluskin, Sam
Gray, Clifford R.
Jones, Cecelia
Keele, Jimmy
MacInnes, James Jr. (Beers-Barnes)
Morgan, Fred
Myers, Earl (Puckett)
Nell, James
Pane, Tommy
Remlelle, Harry J.
Rose, Ida
Sanatord (Pkg.)
Scanlan, Jerry
Spain, Lee
Tee, June
Templeton, Terry
Waite, Kenneth
Wilson, J. L.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 19, N. Y.

Alton, Carl
Allen, Al.
Bach, Bob
Barbour, N. E.
Beaumont, Glen
Brent, Tommy
Brown, Gladys
Butler, Howard
Christis, James
Chief Crazy Bull

MEN PLAY BALL (PAY $$$ BALL)

NEW HOT! MONEY MAKER FOR YOU...

"Safe at Home" Showcase & Autographed Baseball Unit



SELLS FOR $3.98 — COSTS YOU $2.40

COMPLETE UNIT AS SHOWN—BALL WITH CASE

CASE LOOKS LIKE BASEBALL DIAMOND CLEAR PLASTIC SPHERE & GREEN WHITE BASEBALL & DIAMOND STAND!

Specify any Major League Team

SHOWCASE ONLY (For people who have autographed ball)



SELLS FOR $1.98 — COSTS YOU $1.20



TERRIFIC SOUVENIR GIFT PRIZE ITEM! EVERYBODY WANTS THEM! THEY SELL!

Autographed Baseball Only Specify Major League Teams



SELLS FOR $1.98 — COSTS YOU $1.20

Autographed Baseball Only

THIS IS A TERRIFIC SUMMER ITEM. IT'S NEW—IT'S HOT, IT'S GOOD—DON'T WASTE TIME — WRITE, PHONE OR WIRE YOUR ORDERS SO YOU CAN START "PITCHIN" SALES NOW!

25% DEPOSIT WITH ORDER BALANCE C.O.D.

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124 EAST 16th STREET
New York 3, N. Y.
Phone: GRomercy 7-4344

Dally, Lucky Jr.
Deball, Joseph
Deroney, John Reed
Dorell, Duke
Duane, Victorie
Eveino, Nick
Funderberk, Francis
Gallagher, Jimmie
Gilmour, Mrs. H.
Gordon, Mr. Charles
Hobson, Laura
Humphries, John
Jones, Billy
Jones, Jeanne
LaMar, Ethel
Lipko, Joseph
Livermore, Norman
Lorraine, Blanche
Lytton, Albert
Montana, Babe
Morton, Irene
Nazzo, Joseph
O'Brien, James
Oliver, Jack
Palastro, John
Parker, Jean
Paul, Mr. R.
Ricjarda, Nellie
Roberts, Renee
Roland, Gerff
Saddlemire, Jerry
Stein, Barney
Stoll, C.
Taylor, Carson
Thompson, Evan W
Thompson, John
Wilcux, Ramon Wincenie

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.,
St. Louis 1. Mo.

Parcel Post

Boyle, Melvin E. 37c
Dalesio, M. J. 14c

Ackley, J. W.
Allen, Frank
Alkaum, Pearl G.
Americo, Rex
Anderson, Mrs. Carolina
Arnold, Wayne W.
Bacon, William
Barr, Estil E.
Barton, Mrs. William
Bates, Thomas W.
Bazinet, Dwyght
Bean, Mrs. Margaret
Bell, Dorothy
Berry, Arthur J.
Boyle, Melvin R.
Brickenridge, Ed.
Brown, Irwin F.
Bryer, Moe
Buck, Frank
Bullock, Mr. and Mrs. R. T.
Burge, Lloyd
Burch, Rosa Preston
Burke, Billy
Canipe, Walter E.
Carter, Ruth S.
Casey, Jane
Chandler, Iran
Chapman, Archie
Chase, Roland Phillips
Cousins, R. J.
Cowboy Mac
Darrin, Melvin E.
Davenport, Bert
Davis, Edward
DeMario, Miss Carmen
DeWitt, Mr. and Mrs. Ted
Dukes, Daniel
Eagle, Chief Ed.
Earl, Robert
Eddleston, Raymond R.
Engle, Charles Y.
Englehardt, Roy Howard
Freeman, Mrs. Opal
Galluppo, Jack
Gawle, Kathleen
Gowdy, Pamela
Graham, Dalbert
Graham, Marek O.
Granger, Mr. and Mrs. Allen
Gray, Clifford H.
Hall, Edward L.
Hamilton, Jack R.
Hendler, Mrs. Lou Ann
Harvey, Henry
Heth, Mr. and Mrs. R. L.
Hock, Paul
Holt, Frank K.
Hornback, Edward
Housseis, Hubt. E.
Hubbard, Venice V.
Hursted, Thomas
Hughes, Mrs. William
Humphrey, C. H.
Jablinske, Wilmer A.
Jackson, Coleen Kaye
Jackson, J. G.
Jenkins, Miss Edna Jo
Johnson, Ray
Johnston, Floyd G.
Jones, Marie
Karr, Olan J.
Kiely, John
Kolberg, Arnold
Kraenkel, Ervin
Lassiter, Fred
LaVell, Mrs. M. M.
Laltner, Mrs. Carl
Lenron, Mrs. Pauline
Levine, Mrs. Joe
Lindsay, Mrs. Ann
Lutz, C.
McClung, O. O.
McComas, Israel S.
McKnight, Mrs. Katherine
McMillan, R. J.
Macker, Elsie
Mann, Iran K.
Marks, John and Nido
Marks, Miller
Marshall, Paul "Tex"
Marshfield, Miss Jean
Martio, A. W.
Masur, Mrs. S.
Mayberry, Wayne
Millard, George
Miller, Walter
Mitchell, Duke
Mott, George
Moorehead, C. L. (Speed)
Myers, Earl
Nentrup, Ray
Nicklo, Wilmer
Norton, Bert
O'Rourke, Wilburt E
Parsonia, Jean
Patrick, T. W.
Peters, Ray M.
Peaton, William A.
Phillips, Mrs. Frank Russell
Pierce, Carl
Pierson, Robert Milton
Pierce, Wendell H
Pilger, E. L.
Pope, Carl
Pink, William
Posey, Bob
Ramanoski, Sandy
Rasmussen, Andy
Randall, Daniel Frances
Riley, Eddie Jr.
Roberts, Gene
Robison, Mrs. Lillian
Rollins, Jack A.
Ruby, Maris
Surbo, Geno
Satterly, E.
Schmidt, Stanley Arthur
Schmitling, Dan
Schoeckloth, Mrs. Harry
Seebrust, Clauds
Senior, Glenn
Shannon, Wilburn
Shipley, Leonard L.
Sitkl, William
Snyder, William E. (Bill)
Sorenson, Charles (Chuck)
Specht, L. O.
Steinfeldt, Mr. and Mrs W. J.
Stumbo, Mrs. Sue
Thomas, K. Burton
Thorp, Mr. and Mrs. Matt
Travis, Joe
Vaughn, Mona
Venner, Robert
Vnise, Jack R.
Wallars, Christie
Walker, Junior L.
Waters, Lee
Webster, Fred
West, Ralph
White, E. E.
Whitesides, A. R.
Wiburg, Jno.
Wildrick, Mrs. Lydia
Williams, Earl E.
Williams, Jatnea Edward
Wilson, Alexander
Wiltse, Cush L.
Wise, John
Zimmer, Miss Fern M.

TOP THE MIDWAY WITH MYCO SUPER VALUES



Whips...

Dart Balloons—Extra Special	$ .75 Gr.
#9 Round Asst. Color Balloons	2.75 Gr.
#524 Long Airship Balloons	2.75 Gr.
#14K Mottled Cat Balloons	7.50 Gr.
#10 Oak Mottled Nose Balloon	9.00 Gr.
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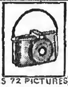
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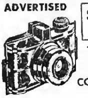
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Pipes for Pitchmen

By Bill Baker

JACK (BOTTLES) STOVER . . .
cards from Moorefield, W. Va., that he's making a tour of the good old hills of West Virginia with his friend, Mac Watkins and his wife and daughter. Mac's daughter, Barbara, is a first-rate worker, Jack says.

EARLY BOOTH . . .
reservations for the 31st annual Cincinnati Food and Home Show at the Zoo, a winner for the many pitchmen who have been making the event for a number of years, have broken previous records, according to John F. Huesser, general manager of the event, which will be held August 23-September 5. The *Cincinnati Times-Star, Cincinnati Post*, Greater Cincinnati Meat Dealers' Association and Disabled American Veterans are promoting this year's show. The influx of exhibitors, Heusser said, indicates that attendance marks likewise will be broken this year.

DR. HAROLD L. WOODS' . . .
show, currently in its seventh week in Pennsylvania spots, is working to good returns, Billy Moring reports from Archbald, Pa. Roster includes Cliff Faust, comedy magician; Ray Kingle, comedy musical act; Joe and Bea Bennett, songs and dances; Patsy Gordon; George Gordon, trumpet and orchestra leader; Lucille Woods; Billy Moring and Vera Lawler, comics, with Billy also producing and doing blackface. Dr. Harold L. Woods is lecturer.

JOSEPH AHBATE . . .
is in Long Branch, N. J., framing a gummy layout which he plans to spring soon.

DR. MARVIN . . .
tendered a number of pitch friends a surprise dinner at his home in Muncie, Ind., recently, with the piece de resistance being fried chicken. Doc plans to make a number of fair dates this season.

PITCHFOLK . . .
and showfolk alike were saddened last week over the passing of Ephram (Pop) Cheeseman, who succumbed to a heart attack in Battle Creek, Mich. He was the father of Ray Herbers, who with his wife, Madaline E. Ragan, have their hygiene exhibit on the W. G. Wade Shows. He was 83 years old.

FOLLOWING . . .
a successful engagement in Atlantic City, Harry Maiers returned to Huntington, W. Va., from which point he will head for spots in Iowa.

WHILE MAKING . . .
the jump to Clinton, Ia., from Monticello, Ill., Ray Herbers and Madaline E. Ragan blue a tire and their car and trailer overturned in a ditch, but they were uninjured. However, they report their trailer was demolished and that several of their valuable hygiene specimens were broken. Car and trailer were insured and the latter was replaced by the purchase of one from the Rogers Trailer Ranch, Rantoul, Ill., they said.

THEY TELL US . . .
that Benny (Horse Back) Meyers was a busy lad making passouts in Monticello, Ill., July 4.

DOC SAM FREIDMAN . . .
widely known in pitch circles, has his dude ranch running full blast at Little Rock.

HOWARD (SHORTY) CARTER . . .
is still in Hillman Hospital, Birmingham, where he has been confined for the past eight weeks.

MARY RAGAN . . .
and husband, Dick Kanthe, are off the road and are operating dog kennels at their ranch on the Little Rock-Hot Springs Highway.

GEORGE BECK . . .
is at his Boulder, Colo., headquarters framing a grater layout which he plans to take on tour soon.

OUT IN THE OPEN

(Continued from page 54)

after a 14-month tour of duty. He has been succeeded by Larry Sunbrock. . . . Diamond Horseshoe Rodeo has been booked for afternoon and night shows July 16 and 17 at the Midget Race Bowl near Cincinnati under auspices of the Sharonville (O.) Kiwanis Club, proceeds to



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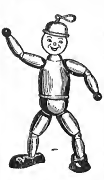


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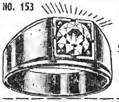
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be used for the club's child welfare program.

Gil Conlinn, secretary-treasurer of the Circus Fans Association, is a patient at Hartford (Conn.) Hospital, where he underwent an operation Wednesday (6). . . . Herman Blumenfeld, of the George A. Hamid booking office, is on a two-week vacation. . . . Thurman Bacon, 35, race driver and member of Jimmy Hazlitt's Hell Drivers, suffered a broken collar bone while demonstrating a T-Bone crash.

Among visitors at the Anderson, Ind., Free Fair last week were Ben Sawyer, superintendent of concessions, Saginaw County Fair, Saginaw, Mich.; Howard Mount, lot superintendent and concession manager of the Fayette County Fair, Connersville, Ind., and Pat and Agnes Purcell, of the Johnny J. Jones Exposition. . . . Norman Lawrence cards about several celebrations and events scheduled for Natchez, Miss., "so the various circuses which play in and around this territory will know the score." Lawrence lists the Elks Rodeo, September 15-18; the U. S. Navy Band, sponsored by the Lions' Club, October 16, and the county fair, scheduled the last week in October.

DALES BROS.

(Continued from page 63)

son joined the Side Show, Wilson doing magic, rag pictures and punch, and Mrs. Wilson handling snakes and birds.

Frenchy Paanakker has the lunch stand, replacing Blackie and Mrs. Wilson, who left to play fairs. Slim Biggerstaff is back in the program doing comedy contortion. He has been in charge of seats.

Chief Fancher is doing impalement in the big show. Nita Kinchen joined and is doing ladder and web.

Visitors: Doc Powers and C. J. Voglesang, CFA; H. Platt, Mr. and Mrs. G. Chaplin, Mr. and Mrs. D. Bacon and daughters, Berniece and Virginia, and Beverly Schneider.—IDA MAE KERLEY.

TOP SKATERS TO VIE

(Continued from page 78)

mediate champion, and Peter Gullo, Brooklyn, who compete as seniors for the first time.

Figure Entries Strong

Senior ladies' figures will bring a stellar array of talent to the floor, according to Martin. Champion Nancy Lee Parker, Utica, Mich., will skate against Patricia Carroll, Elmhurst, N. Y., who will be trying hard to gain the title, now known as the American championship. Miss Parker must also beat Dolores Molla, Detroit, who has run second to her for three seasons thru State, regional and national competitions.

Joan Blazek, Spokane; Ada Duerlein, Pittsburgh; Bettie Jennings, Seattle; Ann Rening, national senior skate dance champion; Margaret McAleer, Natick, R. I.; Gloria McCarthy, Brooklyn; Eileen Maguire, Portland, Ore.; Mary Lou Orr, Washington; Geraldine Specht, Pittsburgh, and Donna Lee White, Indianapolis, will comprise the remainder of the field.

Competition for Davis

Cecil Davis and Phyllis Bulleigh, Spokane, will have stiff competition in senior pair skating, said Martin. The Schattenkerk-Jennings team of Seattle; Johnson-Laney, Greeley, Colo.; King-Kuester, Elmhurst, N. Y.; Craig-Duerlein, Pittsburgh; Bauman-McCarthy, Brooklyn, and Armstrong-Pierce, Portland, Ore., are expected to offer strong opposition.

Clifford Schattenkerk and Bettie Jennings will try for a third consecutive win of the Perry Rawson Trophy for senior skate dancing. Top rank competitors, all of whom are silver medalists except the LaBriola team, Bob and Joan, Elmont, N. Y., gold medalists, will compete in this event. Senior competitors comprise less than 15 per cent of the total entry.

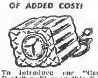
In lower classifications there is expected to be strong competition from Ronald Jellse and Carole Haller, Peoria, Ill., 1948 juvenile skate dance champions; Paul Lampkin and Laurence Anselmy, Pontiac, Mich., and Sherry Rapp and Alwyn Bauman.

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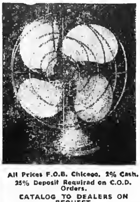
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SALESBOARD SIDELIGHTS

Universal Manufacturing Company, Kansas City, Mo., is doing a "land-office business" on its new pad style deal, Grab-a-Fin Jr., according to major domo **Joseph Berkowitz**. Universal has three more new numbers of similar size in production at present, Joseph adds, and predicts that their popularity will rival the first item. **Sol Levinson**, assistant general manager, chimes in with his repeat optimism on the new numbers, declaring that they're "what the trade has been looking for." **Bernard Kite**, Chicago branch office manager, reports business is good, and extends a drop-in invitation to all when they come to Chicago.

Gardner & Company, Chicago, reports this week it is continuing its parade of new numbers, featuring changing play schemes which it states is the lifeblood of the industry. Officials say every type and field of play is being used to keep business hypoed. Among the new boards are jackpot and money numbers, ranging from 5-cent to $1-play and including brand-new girl jackpot boards. Both play and jackpot action is "radically different," it's stressed. In addition, new straight-hit money boards, die-cuts, premium boards and jobbers' merchandise boards along with a varied line of seasonal numbers round out the presentation. Extra offerings are the new Put-and-Take and cigarette boards, which have just been added. Returning from respective business tours, Gardner's **Charles Leedy** and **Maurie Kaye** bring back new evidence of healthy business conditions. Gardner's products continue in strong favor, they report.

Jay Zelle, general manager of Triangle Manufacturing Company, Minneapolis, is maintaining the approved approach to better business these days; he's keeping occupied at a steady pace contacting the trade on the firm's ticket, jar and board lines. . . . **H. C. Hayes**, De Luxe Sales Company, Blue Earth, Minn., is another purveyor of satisfactory business reports. Firm's recently introduced line of boards is garnering stepped-up sales over the same time last year.

Consolidated-Container Manufacturing Corporation, St. Louis, is crediting sales director **Irving Sax** and superintendent of production Bill Stone's team-work as responsible for a good portion of the firm's continued steady-level of business. Vice-President Jack Morley also puts the back-pat on the active force of representatives hitting the roads with constant enthusiasm. Among the boys coming in for mention as leading sales makers are **Eddie Barrett**, whose Iowa and Illinois coverage continues to pay off; Jim Whalen, who has made good friends in Kentucky, Tennessee, Mississippi, Arkansas and Louisiana; George Zweiger, ditto for New England and Western Pennsylvania, and **Ernie Marley** for his meticulous coverage of Intermountain area.

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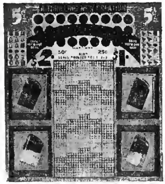
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Test locations have PROVEN it's sensational. The only lighter with a built-in filling station. Attractively set in a body of Jewel Lucite, in beautiful colors of Crystal, Topaz, Ruby and Emerald. Everybody looks—everybody is talking about it.

We are featuring these lighters in connection with a 1200 hole board as illustrated. Deal takes in $60.00—Consolation Payout $9.00. Gross profit on deal, $51.00. Sample Deal, $17.95—Lots of six, $15.95 each. 12 Deals or more, $15.20 each. Prices include 25 pennies which cover the Jackpot Seals. Order today and be the first in your territory.

25% Deposit With Order, Please — Balance C.O.D.
ALLIED SALES COMPANY Sampliner Bldg., East 57th & Euclid Ave. CLEVELAND 3, OHIO

SALESBOARDS
FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"
NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS.
10th year giving immediate delivery on finest boards.
LEGALSHARE SALES
P. O. BOX 86-F 222 2nd St. Phone 2542 HUNTINGTON BEACH, CALIF.

PUSH CARDS
All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.
FREE CATALOG—Write
W. H. BRADY CO. MFRS. CHIPPEWA FALLS WISC

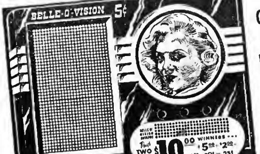
SALESBOARD
For Immediate Delivery

1000 BINGOS ON STICKS	$ .60
1260 BINGOS ON STICKS	.75
74 SEAL DIE CUT BINGO CARDS	.21
300 HOLE FIN & SAWBUCK	2.35
400 HOLE DOUBLE SAWBUCK	2.50
1000 HOLE PLAIN BOARDS	.60
120 HOLE E-Z PICKIN JR	.70
1¢ OR 5¢ CIGARETTE BOARDS	.65
1200 HOLE TEXAS CHARLEY	1.45
1000 GRAB A FIN PADS	1.40

We have a large assortment of good fast-moving 5¢ boards, girlie or otherwise, double jackpot with $25 top. These are all 1000 to 1200 hole boards in 35 different numbers from all leading manufacturers. Order now while assortment is complete at $2.25 each. We carry a complete line of boards. Write for our Special Price List for Jobbers and Operators.
T. & C. SALES COMPANY
207 North Sandy St., Jacksonville, Illinois
Write — Wire — Phone

GALENTINE PRODUCTS MAKE BIG PROFITS!!

The BEST SALESBOARDS AND JAR DEALS!
PHONE 2-4261 DAY OR NITE OR WRITE
GALENTINE NOVELTY CO.
322 E. COLFAX AVE., SOUTH BEND 24, IND.

a Winner . . .


BELLE O'VISION
It's a H-O-N-E-Y!
1500 INTERMEDIATE HOLES
5c PLAY
SP THICK
ASK FOR FORM NO. 15529
Takes In $75.00
Pays Out 37.80
AVE. PROFIT. . .$37.20
HARLICH MFG. CO.
1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

SALESBOARDS—All ORDERS Shipped Same Day Received

Holes	Play	Description		Profit	Price
400	5¢	Lucky Bucks, Thick	Def	$ 7.00	$ .75
1000	25¢	J.P. Charley, Thick	Avg	51.95	1.40
1200	25¢	Texas Charley, Thick	Ave	102.90	1.75
960	5¢	Fully Packed Thick Girl Board	Avg	26.25	2.75
960	5¢	It's the Knots Thick Girl Board	Ave	26.25	2.75
1000	5¢	Barely Speaking Thick Girl Board	Avg	26.60	2.75
1000	5¢	Glovely Lady Thick Girl Board	Ave	28.60	2.75
1200	5¢	Pick a Cherry Thick Seal Board	Avg	30.04	2.50
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Ava.	33.15	2.95
220	25¢	Kwick Fin, Giant Holes, 6 for 25¢	Ave	28.75	2.50

JAR TICKETS
RED, WHITE AND BLUE
LUCKY SEVEN
BINGO TICKETS on Sticks--Sizes 1000-1200-1260
WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

USED COIN-OPERATED MACHINES

Music ● Vending ● Amusement ● Bells ● Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word Minimum $2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mar Postal. 6418 N Newgord Ava. Chicago jy23

A-1 BARGAINS—POP CORN MACHINES, $40; Gum, Peanut, Stamp Machines, $6. Write: U.S.P. 100 Grand. Waterbury 5. Conn. jy16

A B T CHALLENGERS, PISTOL TARGETS—Postwar, naorly new, $15; seven, $95; wanted, Walters Cabinets. Automatic Punchboard Machines Frank King 602 Plum St.. Macon. Ga jy16

AMUSEMENT MACHINES—EXTRA CLEAN. A-1 condition; Groetchen Metal Typer, $150; Mercury Lifter, like new, $75; Mutoscope Lifter Monkey Climb. $49.50; Punching Bag DaLuxa, $65; Allstar Hockey, $19 50; Major League Baseball, $49.50; Chester Pollard Football, $65 like new; Remington Automatic Rifles, $50 each; list. Pops Arcade, Anniston, Ala.

BARGAIN—BRUSH-UP SHOE SHINE MAchines, 5 nearly new. perfect condition, original cost; $249 50 each; sacrificing for $75 each, F.O.B Tucson B Deckter. 418 Timrod, Tucson, Ariz

CIGARETTE MACHINES—NO BARGAINS, BUT honest to goodness marchandise; all machines completely refinished and overhauled, twenty-five cent conversions; kingsize kits; we buy used cigarette machine equipment Central Vending Machine Service Co . 3907 Parrish St., Philadelphia 4, Pa.

CORADIO COIN OPERATED RADIOS, AC OR DC; guaranteed same as new; close-out, $39.95 each; special quantity prices on orders for 10 or more Hotel Radio Corp . 307 7th Ave., New York City.

DIGGERS—ERIE HAND OPERATED, EXHIBIT Merchantmen, Mutoscopes, Electro-Hoists, Exhibit Rotary Merchandisers; we buy, sell, exchange diggers National. 4243 Sansom. Philadelphia, Pa

FOLLOWING MACHINES LIKE NEW—TEN 5¢, five 10¢ and eight 25¢ Jennings Standards with Tic Tac Toe, Wild Indian; no Lemon reel assemblies; price is $100 off of new price; 5¢, $169; 10¢, $179; 25¢, $189; also hava Jennings Bronze Chiefs with Tic Tac Toe reel assemblies, price, $125; any denomination you wish. Hilbe Corporation, E. Pearl and Depot Sts., Batesville, Ind.

FOR SALE—5 VICTORY SPECIALS, CLEAN. $50 each· 2 Wilcox-Gay Recordios, complete with Envelope Dispensers, like new, $225 each; 1 prewar Phonomatic, inside lights, $195; 1 Lyncu Wurl-a-Ball Skee Ball, like new. $275; Bang-a-Fittys, $75 each: Flash Bowlers, $125 each, all sizes. King-Pin Equipment Co . 826 Mills St Kalamazoo, Mich ju16

FOR SALE—(7) JUMBO PARADES, FREE play. only $35 each; Navajo Skill Games, like new, $7 50 each; (1) Buckley Digger and (1) Novelty Merchantman, $65 each; send 1/3 deposit, balance C.O D. O. K Specialty Co., Box 3224 Istrouma P.O , Baton Rouge, La.

FOR SALE—6 LOCATION POKERINOS. EXcellent condition. $79 50 each. King-Pin Equipment Company 826 Mills St Kalamazoo. Mich. jy23

FOR SALE—FIFTEEN DELUXE DRAW BELLS, all clean and perfect mechanically, $200 plus crating. Knox & Howey. 529 Military, Baxter Springs, Kan. jy23

FOR SALE—50 PENNY-NICKEL COMBINAtion Northwestern (plastic globe), $6.95 each; 76 Jennings In-A-Bag Vendors (bags with each machine), $7.95 each, Al Hoff, 1918 Rose, Baltimore 13, Md.

GOOD TERRITORY IN SOUTH CAROLINA FOR late model one ball free play machines and phonographs; also some bell machines. Ralph Alexandar, Seneca, S. C.

ILLNESS FORCES RETIREMENT—150 HART Gum Machines, fine shapa, $8.95; 2 like new 1¢ Acorns. $20 pr.; 10 Chrome Ford Machines $9 95 each J Railey 819 Atlantic Ave Lima O jy16

LATEST NORTHWESTERN DE LUXE. $12 50 each; Victor V Cabinet 5¢, $6; Victor V globe type 1¢, $6; Silver Kings 5¢, $6; Columbus ZM 1¢ $6; Northwestern Model 33 ball gum or peanut, $6; Columbus Z48 5¢, $6; Sun 5¢. $3.50; U Chu type ball gum, $5 or $10 with 25 lbs. Rain-Blo; Northwestern Triselector $10; Columbus BiMor, $12; Seeburg Casino Juke, $55; Wurlitzer 24, $65; Rock-Ola Luxury Lightup, $130; all machines clean and in condition; ⅓ deposit with order, balance C. O D: prompt shipment of all goods. R & K Vending Co., 1477 So 10th St.. Camden 4. N. J ju16

REBUILT CIGARETTE MACHINES—PERFECT condition, baked enamel finish; all makes and models; send for list. New York Vending Machine Exchange. 1010 Myrtle Ave.. Brooklyn, N. Y

STAMP FOLDERS DIRECT FROM MANUFACturer; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1654 Bedford Ave., Brooklyn, N. Y.

TARGET GUNS—LATEST MAKE; 16 SHOTS for 5¢; with step-up unit; shoots up to 75 shots; list price, $289.50; will sacrifice 15 at $165 each; 1/3 deposit with order. Marston Distributing Co., 20 W. Alexandrine. Detroit 1, Mich. jy23

S P E C I A L S

WE ARE MANUFACTURERS

All Kinds—PULL TICKET GAMES

• TIP BOOKS •

Buy Direct From Manufacturer at Very, Very Reasonable Prices.

—Columbia Sales Co.—

102 MAIN ST. WHEELING, W. VA

Phone: Wheeling 340

B A S E B A L L

TEN MILLS AUTOMATIC FOUNTAINS—400 cup capacity; excellent condition; approximately one year old; $450 each F.O.B. Pittsburgh. Automatic Products Company, 4616 Henry St., Pittsburgh, Pa. jy23

TICKETS FOR INTERNATIONAL TICKET Scales—Limited supply of 50¢ per thousand; full cash with order. Austin Scale Co., 4120 Austin, Houston 4, Tex.

WANTED—USED PACKARD WALL BOXES, chrome and good condition, any amount. Don Dickman, Rochester, Minn.

2 REVCO ICE CREAM CUP MACHINES, $150 each; Advance 5¢ Selecteria Candy Bar Machines, $15 each; Advance Model "O" Ball Gum Machines, just off location, $4 each; Columbus Ball Gum Machines filled with gum, $6 each; Victory Postage Stamp Machines, like new, $12.50 each; 1¢ Jergens Lotion Machines, $7.50 each; Groetchen Camera Chief Picture Machines. $12.50 each. Devices Novelty Sales Co., 467 Milwaukee Ave., Chicago 10, Ill. MOnroe 6-7533. jy23

6 RCA COIN OPERATED RADIOS IN GUARanteed like new condition, 1 Coradio in fair condition, and 1 extra meter all for $200 F.O.B David Thornton, 104 Pio Nono, Macon, Ga.

36 SILVER KING TARGET GUM BALL MAchines, $25 each. Capitol Coin, 2427 N Teutonic Ave., Milwaukee 6, Wis.

Berkowitz Names Pa. Sales Mgr.; Releases New Type Tic Deal

KANSAS CITY, Mo., July 9.—Joseph Berkowitz, president of Universal Manufacturing Company here and Bee-Jay Products, Inc., Chicago, announced the appointment of Phil Eisner as district sales manager for both firms for Pennsylvania. Berkowitz also reported the release of Universal's new ticket deal, Quad, a four-in-one item.

The new ticket number consists of four junior size pad deals assembled to make a single compact counter display unit. Four players can play the game at the same time or one person can have a choice of playing any one or all four of the deals. Latter consists of Grab-a-Fin Junior; Bingo-Fin Baby, Seven-Eleven Tiny and Pok-a-Pot Midget.

Berkowitz is currently traveling thru Pennsylvania contacting the trade on his firm's ticket and salesboard lines.

Empire

AMERICA'S FINEST!

MOST UpToDate SALES BOARDS

"YOU'LL GET A SQUARE SHAKE" FROM

EMPIRE PRESS

637 S. DEARBORN ST. CHICAGO 5,

"WORLD RENOWNED"

JAR-O-DO

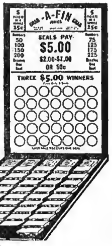
UNIVERSAL DELIVERS

"JUNIOR"

ONLY 360 Tickets!

THREE $5.00 Hits!

These small, fast-selling deals come wrapped a dozen to a package for faster resale.

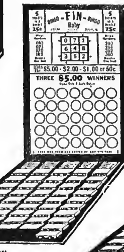


GRAB-A-FIN JUNIOR

12 Pads take in $216.00
12 Pads payout (avg.) 102.60
Average profit $113.40



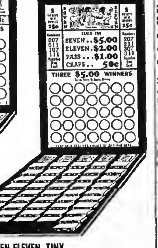
"BABY"



BINGO-FIN BABY

12 Pads take in $216.00
12 Pads payout (avg.) 102.60
Average profit $113.40

"TINY"



SEVEN-ELEVEN TINY

12 Pads take in $216.00
12 Pads payout (avg.) 102.60
Average profit $113.40

ORDER TODAY

JUST A SMALL ORDER WILL GET YOU STARTED ON THE ROAD TO EXTRA PROFITS.

WHEN BETTER DEALS ARE MADE

JAR-O-DO WILL MAKE THEM

UNIVERSAL MANUFACTURING CO., INC.

"THE WORLD'S FOREMOST MFR. OF JAR GAMES"

405-411 E. 8th Street Kansas City 6, Missouri

WHEN YOU'RE IN CHICAGO

Visit our factory branch office at 1313 W. Randolph St. You'll be amazed at the complete line of Jar-o'-Do Ticket Deals and Bee Jay Boards on display there. Bernie Kite, vice-president and district manager, will be on hand to welcome you and serve you.

UNIVERSAL MFG. CO. FACTORY BRANCH

1313 W. Randolph St. Phone: Seeley 8-0644 Chicago, Illinois

"THE WORLD'S FINEST"

The Billboard

Communications to 188 W. Randolph St., Chicago 1, Ill.

July 16, 1949

COIN TAX COLLECTIONS RISE

1949 Receipts Up $1,508,729

Biggest single month gain chalked up in December as figure jumps to $836,118

WASHINGTON, July 9.—Coin machine tax collections during the 1949 fiscal year soared $1,508,729 above the previous year, according to preliminary figures from the Bureau of Internal Revenue.

In the year ended June 30, the tax brought in $20,779,669 as compared with $19,270,940 during the 1948 fiscal year and $20,491,338 in 1947.

Biggest single month gain in the two fiscal years was made last December when receipts jumped to $836,118 or more than half a million dollars above December, 1947. Traditionally, the high months in coin machine tax collections are the summer ones and the comparatively high figure posted last December indicates that more operators began buying tax stamps on a fiscal year basis than in former years.

July Tops

Despite the December jump, however, July continued to hold the No. 1 spot for tax receipts. The $7,929,-197 collected in July, 1949, was the second highest amount ever collected by the bureau in any one month. The all-time high was reached in July, 1947, when operators enriched the treasury by $8,184,941.

A comparison of the fiscal year just completed with the 1948 year shows that only three months failed to do the same months of the earlier fiscal year. September and October, 1948, and February, 1949, were the only laggard months.

Low collection month during the 1949 year was May, 1949, which brought in only $254,045. In the 1947 and 1948 fiscal years the low month was March. March, 1949, which postwar low month with a total of $190,456.

The table in an adjoining column shows receipts for the last two fiscal years.

Philly Pinball Ops Start Game Buying Holiday

PHILADELPHIA, July 9.—Members of the Amusement Machines Association of Philadelphia have started an unofficial buying holiday as far as new equipment is concerned, according to Joseph Silverman, business manager for the organization. He made it clear, however, that those who participate in the non-buying movement will do so on their own and the association will not take any unit action.

The buying holiday is another chapter in a chain of events initiated by the association. Several months ago it invited game manufacturers to send representatives to one of its meetings to discuss the possibilities of turning out games at an operators' price of $175. Some sent spokesmen who pointed out that the manufacturers were constantly trying to keep game prices at a minimum but because of production costs they could not turn out the present high stand-

(See PHILLY PINBALL, page 100)

Coin Machine Tax Receipts

	'49 Fiscal Year	'48 Fiscal Year
July	$ 7,929,547	$ 7,585,297
August	6,536,555	5,518,877
September	1,071,143	1,102,812
October	616,523	765,211
November	492,242	427,154
December	836,118	395,433
January	315,568	304,903
February	270,731	274,461
March	229,893	205,676
April	277,284	238,642
May	254,045	220,598
June (estimate)	1,950,000	1,910,861
	$20,779,669	$19,270,940

Arcade at Chi R.R. Fair Proving Top Amusement Attraction

By Fred Amann

CHICAGO, July 9.—New to the Chicago Railroad Fair this year is the 100-machine Penny Arcade operated by Al Tigerman and Frank La Maskin, featuring both modern and Gay '90s equipment. On the northern end of the grounds, adjacent to a group of kiddieland attractions, the arcade (two-thirds of the equipment operates on a nickel, most of the remainder on a dime and a quarter) is playing host to a major part of the average 20,000 per day attendance.

While most of the kiddieland attractions operated in the red or broke even for the first 12 days of the fair, the crowded floor of the arcade tends to bear out Tigerman's statement that "business is good and should get better as the season progresses."

Factors Involved

The unusual success of an arcade out-pulling a representative layout of the currently booming kiddieland business, may be due to two factors. These include the fact that the kid rides are poorly set up with little or no landscaping, and give the impression of a hodge-podge assemblage of disconnected equipment. The arcade, altho attracting children, draws at least 70 per cent of its patronage from the adult bracket.

The only penny machines in the arcade are the Guesser and fortune scales and strength testers. Such proverbial penny units as the nine old-time American Mutoscope & Biograph Company's crank-operated picture machines are set for 5-cent operation. And a number of normally nickel operated units are set at a dime. The four Voice-o-Graph machines are set for usual quarter operation.

Another reason advanced for the high grosses being garnered by the arcade is its walk-thru pavilion type construction. Situated between two main fair thoroughfares, the people enter the arcade proper (100 feet long and 20 feet wide) at any point on its west side and at several entrance-

(See ARCADE FEATURE, page 98)

York Bans Minors

YORK, Pa., July 9.—This city has placed a ban on the playing of pinball machines by children under 16. City council unanimously approved a new ordinance forbidding the playing of the machines by minors. Establishments violating the law will be subject to a $50 fine or 30 days in jail.

—Editorial—

Boycott No Solution

Elsewhere in this section of *The Billboard* is a story covering the "buying holiday" initiated by pinball operators in Philadelphia. In effect, the operators, after requesting a $175 pin game, have decided to stop purchasing new games until their price is met by the manufacturers. Thus an unorganized boycott has been born and, as everyone knows, a boycott rarely accomplishes anything.

Actually, the important question is not, "How much does the game cost?" but, "Will it make money?"

It is entirely reasonable to suppose the manufacturers could bring out a game which would cost the operator $175, even with today's labor costs. But, upon such a game, if the cost is trimmed, the game must suffer. If players will not insert their nickels in the coin chute, it doesn't make much difference if the game costs only $225, the operator will still be unable to make money.

There is little doubt the manufacturers are fully aware of the changing economy. They have noted a slight decrease in the cost of some supplies. Labor is one, rates another. Labor remains at the same level as six months to one year ago. But production is off from one to two-thirds as compared to a year ago. Thus over-all costs remain high.

Everyone is in favor of lower prices. We hope they will come, and soon. So do the manufacturers. But they still feel the main question to be answered is, "Will this game make money?" If it takes more money to produce a winner, the operator, in paying this additional sum, is conducting his business on a much sounder basis than he would be paying less for a loser.

See Colorado Business Men Aiding Bells

$$ to Community Fund

DENVER, July 9.—Because of a growing realistic attitude toward bell operations in Jefferson and Clear counties, further attempts may be made to legalize this type of equipment in the State.

Firms in Clear Creek catering to the tourist trade have been setting aside 10 per cent of the net obtained from bells for a community fund, Latest reports show this fund has grown to nearly $30,000 derived from bell operations. An official of the First Judicial District, in which both counties are located, stated the arrangement had been made by business men in Jefferson and Clear Creek.

Colorado secretary of state, George J. Baker, who is responsible for enforcement of liquor regulations and who has the power to suspend liquor licenses because of violations of a State law, has announced that his office "will not issue revocations or suspensions because a tavern has bells on location."

"All during the 14 years I spent in the State Legislature," Baker said, "I fought for legislation of slot machines by the State but could collect revenue from them."

Business men in Jefferson County contend that the present arrangement, tho technically illegal, is the answer to the situation. The association claims that by them supports community projects with 15 per cent collected from gross play. Golden, Colo., has been receiving $10 per machine monthly for community improvements.

N. J. Park Center For Coin Units

(Continued from page 60)

lantic City, handling and announcing the juke-box selections.

Apart from the many coin-operated machines in the arcade park, Ramagosi also has several hundred coin-operated machines placed at many concession stands he operates along the Boardwalk, in the Sportland amusement center and the Casino Baths which are part of his extensive amusement and resort enterprises at this Southern New Jersey vacation center.

Chi Coin Names Distrib in Neb.

CHICAGO, July 9.—Increasing its coverage in the Midwest, Chicago Coin Machine Company has appointed Central Distributing Company, Omaha, to handle its game and arcade equipment lines in Nebraska.

Central maintains offices and showrooms at 2562 Harney Street, Omaha, and is owned by Lou Singer.

Chicago Coin's newest products are Champion, a five-ball game, and Bango, a straight novelty game featuring shuffleboard action.

Cookie Vending Interest Grows

Six Bakeries Offer Vender Packs to Ops

Price From $2.65-$5.40

CHICAGO, July 9.—On the product end of cookie vending, interest has greatly increased over the past year, with three additional bakeries offering special packs to operators, bringing the number of such companies in the field to at least six. Special promotion by these firms, aimed at the expanded vender market, plus profit-inviting prices on high-count vend packs, has helped encourage the operator to place straight cookie machines, or more frequently stock a column or two of cookies in his candy venders, on a national scale.

Prices to the candy-cookie operator which range from $2.65 to $2.80 for 100-count packs and to $5.40 for one bakery's 180-count pack, show every indication of remaining steady. With raw ingredient prices still on a "sky hook," and with no promise of early reductions, manufacturers state that finished product pegs will "remain as is." Exceptions to the prevailing high price of ingredients, which are claimed to be the result of continued parity supports, are the cost of chocolate and lard.

Up Quality

However, cookie makers point to the increased quality of their product, offsetting somewhat the absence of price reductions, as an indication of their all-out effort to increase vender, and, of course, over-the-counter sales of their merchandise. For instances most bakeries are now making their

(See 6 Bakeries on page 95)

Dairies Will Be Appointed Reps For Kenro Units

PHILADELPHIA, July 9.—Marking a departure in the distribution of vending machines, James E. Kendig president of the Eastern Engineering and Sales Company, manufacturers of the Kenro ice cream vending unit, announced distribution would be handled solely by dairy companies.

Decision to franchise dairy companies as distributors was the result of the interest shown by their representatives at last month's ceremonies which marked the first Kenro machine coming off the assembly line at the Turbo Machine Company in suburban Lansdale, Pa. Both Eastern Engineering and Turbo Machine, which does the assembly work on the new vending machines, are subsidiaries of Deedale Factory Mills in Lansdale.

The company's distribution plan, according to Kendig, will be to franchise dairy companies on a State-to-State basis. Along these lines, Samuel Rogow, secretary-treasurer of Eastern Engineering, leaves next week on a country-wide tour. He will cover dairy firms in every state.

Meanwhile, the initial placement of he first machines off the assembly line is being handled by Eastern Engineering direct. The first 10 machines have been placed at major locations in the Philadelphia area, including the Bulletin Building which houses the Evening Bulletin, the Curico Press, where many national magazines are printed, and the Bell Telephone Company in Chester, Pa.

Senate-Approved Basing Point Bill To Meet House Opposition

WASHINGTON, July 9.—In an unusual congressional development, the House Small Business Committee will soon issue a report condemning the Senate-approved bill to legalize most basing point practices. When filed, the report will put the group in direct opposition to the House Judiciary Committee which has already okayed the measure.

The only other time two congressional committees have officially opposed one another in the last decade was in 1946 when two Senate groups issued conflicting reports on legislation to establish a Missouri Valley Authority.

The Small Business Committee spent three days last week hearing opposition to the basing point bill from such national trade groups as the U. S. Wholesale Grocers' Association (USWGA) and the National Association of Retail Druggists (NARD).

Kingpin behind the Small Business Committee opposition to the basing point bill is Chairman Wright Patman (D., Tex.) who has conducted a campaign in the House against present provisions of the bill since they were inserted on the Senate floor. Patman's contention is that these legalizing provisions had no real congressional airing until his group took up the bill.

As approved by the Senate Judiciary Committee, the bill provided only for a one-year moratorium on basing point prosecutions, but was amended on the Senate floor to legalize freight absorption and delivered prices arrived at without collusion. The House Judiciary Committee then held a brief hearing on the measure with only supporters of the bill testifying.

The measure is expected to reach House floor sometime this month. Despite opposition, it is likely to pass

Vend-a-Kard To Intro New Automatic Post Card Unit

DALLAS, July 9.—A completely automatic console post card vender which displays 32 full-color cards in the first product to be introduced by Vend-a-Kard, Inc., manufacturing firm formed here early this year. The card vender was developed by O. W. Wahlstrom, Texas industrial designer, who is vice-president and general manager of Vend-a-Kard.

Four post cards appear simultaneously in framed windows on the face of the vender. The four cards remain stationary for 3½ seconds, then change to the second the series and so on thru the 32-card total. Glass over the card frames is set at a 10-degree angle to avoid light reflection and each card is illuminated with fluorescent lighting.

Customers may deposit a quarter or any combination of nickels and dimes totaling 25 cents to obtain a packet which contains five cards and a bonus card packaged ready for mailing. The cards displayed in each window form complete sets so that the customer may choose his packet by pushing the delivery button which corresponds to the window display.

The vender is approximately 63 inches high, 30 inches wide and 12 inches deep. It is housed in a cabinet of bleached mahogany. Framing around the cards is bleached maple. Top of the unit is plexiglas with an illuminated plexiglas sign.

President of Vend-a-Kard is R. T. Nichlson, treasurer of the McCormick-Armstrong Company, Wichita, Kan. Art M. Miller, president of McCormick-Armstrong, is treasurer of the vending machine firm. McCormick-Armstrong, which owns a major financial interest in Vend-a-Kard, is

(See Vend-a-Kard, page 96)

Pa. Bottlers Ask Drink Tax Postponement Pending Hearing

HARRISBURG, Pa., July 9.—Declaring that the soft drinks industry "is in a condition of chaos" in Pennsylvania because of a two-year-old tax law which has been re-enacted for another two years, the board of directors of the Keystone Bottlers' Association (KBA) has asked that strict enforcement of the levy be postponed until a final court decision on its legality is handed down.

State Department of Revenue, meantime, has notified bottlers starting September 1, they must crown stamps to show the tax has been paid on all soft drinks.

Gov. James H. Duff is being asked by the bottlers to appoint a committee to study the effect of the soft drink tax on Pennsylvania bottlers and the industries which supply them with materials.

If it is found that "the tax is having a disastrous effect on business" then the bottlers suggest Duff call a special session of the Assembly to repeal the tax.

(See Pa. Bottlers, page 96)

Shoes Shine at R.R. Fair

CHICAGO, July 9.—Automatic shoe shining equipment has been installed thruout the grounds of the Chicago Railroad Fair. A. A. Stiger, head of Electravie Devices, Inc., placed 15 Alco-Deree Kix-Wax shiners in booths inside and outdoor locations Saturday (2).

Stiger's firm, which manufactures coin-operated telescopes, has also placed 30 of these units along the lake front fairgrounds.

With the fair's average attendance of 20,000 persons per day, shoe shiners will probably be seen and used for the first time by thousands

Hikes Summer Candy Gross By 8 to 15%

Year-Round Sales Spurred

CHICAGO, July 9.—With Midwest candy operators reporting up to 60 per cent declines in business during the opening summer weeks this year, the use of nickel pack cookies as a business stimulant thru July and August has been found by many operators to have held such decreases to 52 or 45 per cent, thus effecting an 8-15 per cent cushion.

Chicago operators on the whole are using cookies to hypo their summer grosses, a survey of the local operating picture by The Billboard revealed this week. Gene Chute, Mercury Confections, stocks at least one column each in his six and eight column venders with cookies, resulting in holding the usual 40 per cent drop for the two hot summer months to 25 and 30 per cent. Joseph Kaden, Kandy Kit Company, uses cookies and packaged potato chips to up sales, while Sam Dragon, Illinois Mechanical Sales, reports one column of cookies in each machine, combined with use of summer candy bars, may mean the difference between a 50-60 and a 30-35 per cent summer drop-off. A Carrick Aley, Vendall Service Corporation, uses up to a 50-50 ratio of candy and cookies in some locations, which has resulted in results in an 8 to 10 per cent increase over normal summer business.

Ops Report

A number of operators, most of whom have added cookies to their routes during the past year, declare they will stock a reduced volume of the "baked sweets" thruout the cold and cold months. Some have added separate equipment to handle the cookies. A point on which all candy operators agree, however, is that vending cookies can do its best business when it is located close to a soft drink or milk vender. Also, all declare that the cookie pack is best suited to the industrial, office or retail store employee type of installation.

On the "summer only" side of the cookie vending theory, Illinois Mechanical Sales Co. Kogen stocks his one to five ratio of cookie-candy columns only during July-August. Vendall Service, altho using a greater variety of cookie packs during these two months, stocks the same type package thruout the year. "Cookie vend-

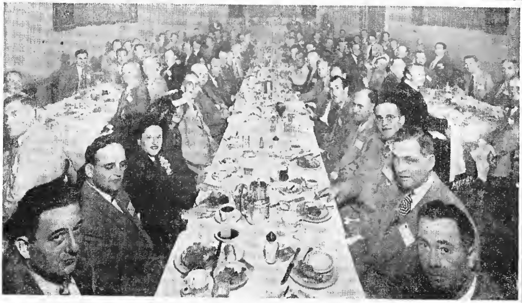
(See Candy Grosses, page 96)

Stoner Selects Meyer as Sales Rep in So'East

AURORA, Ill., July 9.—Fred Meyer has been appointed Southeastern sales representative for the Stoner Manufacturing Corporation. This post was formerly held by Wally Sipple who has retired from the field to enter the restaurant business.

The territory Meyer will cover includes North and South Carolina, Tennessee, Georgia, Florida and Alabama.

Meyer, well known to the Eastern trade, was formerly with Ben Golob where he was active in the distribution of coin radios and popcorn equipment. He expects to make his headquarters in Atlanta.



VISITORS TO THE NAMA WEST COAST regional meeting get together for an informal luncheon session at the Biltmore Hotel, Los Angeles. Meeting was highlighted by the naming of Ed Stanton as regional chairman, and by a report given by the Los Angeles Health Department in which it was revealed that a sanitation school for beverage machine ops was in the making.

Propose New Ciggie Tax for California

SACRAMENTO, July 9. — California cigarette vender operators may be faced with new problems if a proposed 5-cent tax is passed by the Senate. Cigarettes are selling for 20 cents in machines but the new tax would force ops to hange their equipment to handle quarters.

The cigarette tax is proposed to aid California schools. It has been approved by the Assembly Ways and Means Committee as a tax rider to a $25,000,000 bill for distressed school districts.

It has also been proposed in the California Assembly that a slower burning cigarette be used exclusively in this State to cut down the number of fires started by careless smokers. It was okayed for further consideration by a 53-to-3 vote.

Assemblyman G. Delbert Morris, Los Angeles, contends cigarette manufacturers should wrap tobacco in flame-resistant paper.

The measure suggests the outlawing of any cigarette which would burn "more than 90/11 of an inch when suspended in draft-free atmosphere having a relative humidity of 50 per cent."

Meeks Adds New Sales Personnel

NEW YORK, July 9.—With Alco-Deree's new non-refrigerated candy vender scheduled to start moving to operators this summer, Hal R. Meeks, who distributes that manufacturer's products in 14 Eastern States, announced new additions to his sales force. Other personnel changes, aimed at increasing coverage of his extensive territory, are now being set, he said.

Joe W. Tobin, a newcomer to the Meeks staff, has joined Alfred J. Shul for sales in the metropolitan area. J. Edward Schmidt covers Pennsylvania, Maryland and Delaware; A. R. Moffitt, Virginia, and M. A. Moye, North and South Carolina and Georgia. J. L. Leslie, who works out of the local office, is in charge of sales to theaters and railroads.

Push Button

The Alco-Deree candy merchandiser, an electrically operated unit with a capacity of 400-500 bars, depending on size, will be made available to operators in his territory by mid-August. The machine features a push-button selection panel (*The Billboard*, June 25).

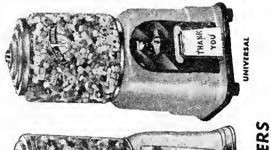
Meeks also reported extensive placement of Alco-Deree shoe shiners in this ea. He said the machines were being placed in bus and rail terminals, army and navy installations and office buildings.

Hot-o-Matic Moves To New Offices; Unit Display Coming Up

LOS ANGELES, July 9.—Interstate Associates, manufacturers of Hot-o-Matic, a dual hot drink dispenser, have moved their sales offices to the factory at 3348 Motor Avenue, Los Angeles 34. Completed machines are now rolling off the assembly line and by August 1 factory officials expect the plant to be geared to turn out, pack and ship 20 machines daily.

The firm is planning to hold open house soon, according to General Manager L. H. Kahn. Operators and distributors will be invited to tour the factory and get better acquainted with the dispenser.

Other company officials include Clyde E. Allyn and Homer R. Houchen, associate engineers, supervising production and electrical installation; Bernard H. Marks and H. E. Miller, in charge of local sales and installations.



VICTOR'S 4 BIG WINNERS

YOU CAN TURN THE MARKET UPSIDE DOWN and Shake It 'Round and 'Round . . But you'll never find better bulk venders than VICTOR'S. Investigate the tremendous profit potentialities of these great venders . . long famous for their STABILITY—ENDURANCE—and ATTRACTIVE APPEARANCE

Victor Venders have proven themselves time and time again under the most rigid tests over a period of 15 years. The great majority of the first machines produced by Victor are still on location and rendering satisfactory service.

The popularity of these venders is amply demonstrated by their total absence on the used-machine market.

It's Victor's Exclusively With Successful Operators—Get the Complete Details Now!

VICTOR VENDING CORP. 5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS

ALL VICTOR MACHINES

Recommended and sold on

TORR TIME PAYMENT PLAN

Pay for same in 20 weekly payments Write for details.

ROY TORR

Lansdowne Pa.

POPCORN

Pre-popped for your vendor or dispenser.

"IT'S NU-PAK"

TOPS IN QUALITY—TOPS IN TASTE

We have a BUDGET PRICE PLAN for both large and small operators. Free sample on request.

NU-WAY POPCORN SALES

14128 PURITAN DETROIT 27, MICH.

A MONEY-MAKER ON EVERY LOCATION!

SILVER KINGS "HUNTER"

Only $45.00 F. O. B. Aurora



Nets Up to 75¢ of Every Dollar You Take In!

"A real money-maker from the moment you install it!" That's what operators say about the new "Hunter." But that's not all. Look at these two features. 1. No coin return. 2. No gum dispensed unless the player wants it. That's why many report a net of 75¢ out of every $1 the "Hunter" takes in. Can you beat that for a "Gold Mine?" Order now through your jobber or write for illustrated literature.

Silver King Bulk Vendors low as $10.55 in quantities. "Hot Nut," Nut and Ball-Gum Vendors, 1¢, 5¢, 2 for 1¢. U. S. and Foreign Coins.

SILVER KING CORP.

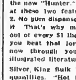
622 Diversey Parkway Chicago 14, Ill.

ALL SILVER KING MODELS

Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

ROY TORR

Lansdowne, Pa.



HI-HO No. 2 CHARMS

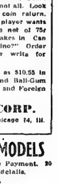
With Luminous Gold, Silver & Copper

Per Bag Prepaid $3.00

1,000 in a Bag. Positively No Samples at This Price. Northern California Distributor ACORN Bulk Merchandise VENDOR. Write: E. LaRue, Sales Mgr.

LEON "HI-HO" SILVER

540-542 Hayes St. San Francisco, Calif



Drink Machine Engineer

Familiar with all makes of cup dispensers—Able to convert single drink units to multiple drink machines—Seeks proper business connection. Will go anywhere in the U. S. Write in confidence. BOX NO. 437 Billboard, 1564 Broadway, N. Y.

NCA To Cancel Advertising at Consumer Level

CHICAGO, July 9. — National Confectioners' Association (NCA), following the disclosure of candymakers' low ranking in the competitive sweets market during the annual convention here last month, has announced abandonment of consumer advertising. John K. Kelleweil, director of the NCA Council on Candy, at the same time announced advertising directed at dentists, doctors, teachers, etc., will be continued, stressing the value of candy as a food.

Indications are that the $30,000,000 spent by the Council on Candy over the past six and half years "wasn't enough," according to I. C. Shaffer, vice-president of Just Born, Inc., New York. During a convention session (*The Billboard*, June 18) it was revealed that from 1939 to 1947 consumption of soft drinks and ice cream increased at a much faster rate than candy. In total sales, however, the confectionery industry surpassed the field during 1947 with total sales of $1,012,000,000.

Broken down to respective competitive fields, it was shown as a result of an Elmo Roper survey that per capita consumption of candy increased only 2.3 per cent in the last 12 years, while nuts increased 54 per cent, ice cream 77 per cent and soft drinks 115 per cent during the same period.

Fritter Chef To Intro Coin Hot Dog Vender Soon

LOS ANGELES, July 9.—Fritter Chef, Inc., formerly Fritter Frank, is readying a coin-operated machine that will vend hot dogs in a specially prepared batter and cooked in pure shortening, George Wright, president, has announced.

Company has been operating the fritter machines on midways in this State for the past two years. The new machine, which is 6 feet long and 21 inches wide, wraps a coating of batter around the hot dog and as it goes thru the shortening, it is cooked.

Cooking experiments have been conducted with bananas, pineapple, cheese, egg plant, and the food such as crab legs and shrimp in the machines. Wright said that he believes that by the time the automatic hot dog vender is released that it will be possible to cook several other foods. The machines would be hopped fed with several of the items ready for instant delivery.

Stutzman To Head Revco's Ice Cream Vending Division

DEERFIELD, MICH., July 9.—Robert Stutzman, associated with Revco here for the past two years, has been placed in charge of sales of Revco ice cream vending machine division. Announcement of his appointment was made this week by J. B. Overmyer, sales manager.

Born in Toledo, Stutzman is a graduate of Manchester (Ind.) College. Before he was placed in charge of vending machine sales, Stutzman acted as sales representative for the

Red Rock Cola Co. Ordered To Bargain With Union by NLRB

WASHINGTON, July 9.—Continuing its general policy of declaring soft drink bottlers as being engaged in interstate commerce even tho their sales are within a State, National Labor Relations Board (NLRB) this week ordered the Red Rock Cola Company, Atlanta, to bargain with a union and to rehire two employees previously discharged. In a similar case an NLRB examiner recommended the Pepsi-Cola Bottling Company of Gadsden, Ala., be ordered to bargain with a union.

In the Red Rock case, NLRB pointed out the firm bought some 30 per cent of its supplies outside the State and commented that "the application of the (National Labor Relations) act does not depend upon the magnitude of the business nor the comparative amount of interstate sales but upon whether the stoppage of business by reason of labor strife would tend substantially to affect interstate commerce."

Bader Sales New Oak Mfg. Distrib

NEW YORK, July 9.—Oak Manufacturing Company, Inc., Culver City, Calif., manufacturers of the Atom bulk vender, announced the appointment of the Bader Sales Company, 1212 Goodrich Boulevard St. Louis, as distributor in that area.

Other recent Oak distributor appointments include Hankin Distributors, Inc., Atlanta; Reading Novelty Company, Reading, Pa.; Vendco Sales Company, Philadelphia; Mort Simon, Miami; Mayflower Distributing Company, St. Paul, and Danco Coin Machine Company, Baltimore.

Musi Manages Variety Corner

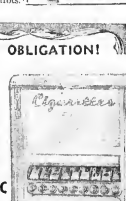
WILMINGTON, Del., July 9.—New manager of Variety Corner, Inc., automatic merchandising firm here, is Angelo Musi, well-known basketball star, who has been floor general for the Philadelphia Warriors' Basketball Association of America the past three seasons.

Musi's return to Wilmington, where he was a wartime professional basketball star, copped heavy space in local newspapers. In the 1946-'47 season, Musi won the Basketball Association of America's free throw title by making 102 out of 123 foul shots.



TOPPER
$10.00 EA.
IN LOTS OF 100
24 to 44, $10.50 ea.
4 to 20, $10.75 ea.
Packed 4 to a case.
Vends Ball Gum and Charms. Also Bulk Merchandise.
Send for free descriptive leaflet on "Topper" as well as other popular Victor vendors.
R. H. ADLER COMPANY
4926 W. Roosevelt Rd.
Oak Park, Ill.

NO COST! NO OBLIGATION!
Let us arrange a
FREE DEMONSTRATION
to prove the unique advantages of
The KEENEY DELUXE ELECTRIC
CIGARETTE VENDOR



★ STARTLING STREAMLINED BEAUTY & BRILLIANCE CAPTURE TOP LOCATIONS AT WILL
★ ELECTRICAL AND MECHANICAL PERFECTION. SIMPLICITY itself. Only a single motor, one relay, and two solenoids.
★ SUPER CHANGE MAKER (OPTIONAL)—handles nickels, dimes and quarters. Returns a nickel on 20¢ sales when a quarter is used. Returns a nickel on quarter sales when 3 dimes are used.
★ HOLDS 432 CIGARETTE PACKS in fully loaded double columns (front and rear), dispenses alternately. Cigarettes always fresh. Easy selections: the pack you see is the pack you get.
★ ALUMINUM CABINET PREVENTS RUST AND CORROSION.
★ EASIEST TO SERVICE—QUICKEST TO LOAD—FASTEST DELIVERY.
MANUFACTURED BY J. H. KEENEY & CO., CHICAGO 32, ILL.
Distributed in Pennsylvania and Southern New Jersey by
BANNER SPECIALTY COMPANY
199 W. Girard Ave., Philadelphia, Pa.—I. H. Rothstein
1308 Fifth Ave., Pittsburgh, Pa.—Harry Rosenthal

Get Better Charms—Better Values from America's Largest Charm Manufacturer!

FAMOUS CHARM SERIES #1	PER M
Metal Color-Plated	$4.75
Plastic—6 ass't colors	2.50
Metal-Plated	4.75
24K gold or silver-plated	8.75
BIG CHARM SERIES #2	
Metal Color-Plated	5.75
Plastic—6 ass't colors	3.00
Metal-Plated	5.75
24K gold or silver-plated	7.00
SKULLS	
Plastic—6 ass't colors	4.00
With Rhinestone Eyes	8.50
Metal-Plated	7.50
With Rhinestone Eyes	12.50
RINGS	
Plastic—6 ass't colors	2.50
Metal-Plated	6.00

JINGLE BELLS ½ inch—6 ass't colors 5.00 PER M; ¾ inch—nickel only 8.00

	PER M
¾" BASEBALLS	
White Plastic	$4.00
Metal-Plated	10.00
FUNNY-FACES (Cannibal, Clown, Indian, Devil, Pirate)	
Plastic	4.00
With Rhinestone Eyes	8.50
Metal Plated (copper)	7.50
With Rhinestone Eyes	12.50
4 TO 7 ALPHABET CHARMS	
Plastic—6 ass't colors	2.00
¾" FORTUNE BALLS FILLED WITH PRIZE	
With Precious Jewels	10.00
With 1 Dice	12.50
With Key Chains	15.50
With Bracelets (per Gr.)	6.00
With Pearls	10.00
With Rubbicons	14.00
Empty Fortune Balls	4.50

SAMUEL EPPY & CO., INC.
113-08 181st Ave., Richmond Hill 19, L. I., N. Y. TEL. Virginia 7-4281.
Order Today — Empty Your Machines Faster

WRITE FOR OUR FREE ILLUSTRATED CATALOG
Rush Your Order Today
VICTOR'S AMAZING NEW TOPPER
1 to 5 Cases $43.00 Per Case ($10.75 Per Mach.)
6 to 11 Cases $42.00 Per Case ($10.50 Per Mach.)
12 to 24 Cases $41.00 Per Case ($10.25 Per Mach.)
25 Cases or More $40.00 Per Case ($10.00 Per Mach., Prompt Delivery.



VICTOR'S NEW MONEY MAKER
"HOT-POP" POP CORN MACHINE
Non-Coin Operated
OPERATOR MAKES $4.20 Per Week On Sale of 2 Lbs.
WRITE FOR DETAILS
YOU COLLECT PROFIT IN ADVANCE
WE TAKE TRADE-INS—LIBERAL ALLOWANCE
½ Deposit, Balance C. O. D.
VEEDCO SALES COMPANY
2124 MARKET ST (Phone: LOcust 7-1446) PHILADELPHIA 3, PA.

VEEDCO SALES COMPANY
FINANCES ALL MACHINES FOR RESPONSIBLE OPERATORS
LIBERAL ALLOWANCES ON TRADE-INS

Northwestern

SLASHES PRICES

on most models

EFFECTIVE JULY 15, 1949

Write direct or to your closest Northwestern Distributor for a new price list showing substantial savings on nearly all of the outstanding Northwestern money-makers.

Badger Novelty Co.
2546 North 30th Street
Milwaukee 10, Wisconsin

E. T. Barron & Co.
816 West 36th Street
Minneapolis 8, Minnesota

Empire Coin Machine Co.
1012-14 Milwaukee
Chicago 22, Illinois

Indiana Nut Co.
140 West Vermont St.
Indianapolis, Indiana

Northwestern Sales & Service Co.
1198 Tremont Street
Boston, Massachusetts

Peanut Products Co.
801 Second Avenue
Des Moines 2, Iowa

Rake Coin Machine Exchange
609 Spring Garden Street
Philadelphia, Pennsylvania

Roy Torr
Lansdown, Pennsylvania

Viking Specialty Co.
4466 Stoneway
Seattle, Washington

Badger Sales Co.
2251 West Pico Boulevard
Los Angeles, California

Fisher Brown
2218 South Harwood Street
Dallas 1, Texas

Ideal Novelty Co.
2823 Locust Street
St. Louis, Missouri

Northwestern Sales & Service Co.
4105 16th Avenue
Brooklyn 4, New York

Parkway Machine Corp.
623 West North Avenue
Baltimore 17, Maryland

Peanut Products
910 Harney Street
Omaha, Nebraska

J. Rosenfeld Co.
3218 Olive Street
St Louis 3, Missouri

Viking Specialty Co.
530 Golden Gate Avenue
San Francisco, California

THE NORTHWESTERN CORPORATION
86 EAST ARMSTRONG ST. - MORRIS, ILLINOIS

ALL NORTHWESTERN MODELS

Recommended and sold on Time Payment. 20 weeks to pay.
Write for details.

RAIN-BLO BUBBLE BALL GUM
Packed 25 Lbs to Carton

	5/8th 140c	170c 210c
25 to 475 lbs.	27c lb.	29c lb.
500 lbs. or over	26c lb.	28c lb.

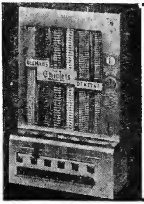
Freight paid on 150 lbs. or over.
FULL CASH WITH ORDER.

NEW CHARMS

President Buttons — Pictures & Dates of Office of the 32 Presidents of the U. S.—Washington to Truman .... $7.50 Per M

Metal Jingle Bells, ½"—in brilliant colors—red, blue, green, gold & silver .$7.50 Per M

ROY TORR, Lansdowne, Pa.



ATTENTION, OPERATORS
of Merchandise Vending Machines

You can increase earnings in your present stops with nationally advertised DENTYNE, BEEMAN'S PEPSIN and CHICLETS GUM in THE FAMOUS MILLS VENDER Red or Blue Hammerloid baked finish (limited number in Satin finish Stainless Steel), slug proof with coin return; 6 columns, 300 piece capacity; 16" high 4½" deep, 10" wide; weight, 20 lbs
Has rubber feet for easy counter installation or may be mounted on wall, pedestal stand or by bracket to side of any merchandise vending machine. Brackets and pedestal stands available at slight additional cost

YOUR SALES CAN BE INCREASED BY 20%
and your net profits 25%

IMMEDIATE DELIVERY

Factory Reconditioned Mills Vendors cannot be told from new in appearance or operation and carry standard new machine guarantee at new low prices

HAL R. MEEKS
National Distributor
55 W. 42d St. NEW YORK 18, N. Y.

New Price List By Hydro Silica On Vendall Unit

GASPORT, N. Y., July 9.—The Vendall Division of Hydro Silica Corporation has released a new price on its model V34 selective bottle vender, listing the unit at $375 f.o.b. the Smyrna, Del., plant. A time payment schedule, with a $15.08 credit service charge (6 per cent) for 12 months was also announced.

Features of the new Vendall model include up to 14-flavor selectivity, three available styles of "sure-grip selectors" for use with a variety of dairy containers, glass or carton, and complete visibility of contents thru use of a heavy "Herculite glass" top cover. Capacity ranges up to 126 containers, with a like number stored in pre-cool compartment.

As the two vending tray racks are inclined on an angle, gravity feeds each bottle or carton into vending position. The hand-operated selector runs thru an L-shaped slot to secure the desired flavor and return container to delivery position.

3 Vending Firms Okayed in Penna

PHILADELPHIA, July 9.—Three new vending machine operators received certificates for the conduct of their business this week as required of all new business firms under the State's fictitious or assumed name business law.

Of interest to the trade was the establishment of the Kwik Kafe Coffee Service, Inc., a separate corporation by Rudd-Melikian, Inc., local manufacturers of the Kwik Kafe automatic coffee vending machines.

According to the application for a business charter filed by John A. Keeney, local attorney representing the company, the new corporation is being organized to "manufacture, buy, sell, distribute, lease, install, service, repair, maintain and generally trade and deal in and with, both at wholesale and retail and either as principal, agent, broker or otherwise, any and all kinds of coin automatic and manually operated vending machines, including carbonated, refrigerated and coffee and other hot beverage dispensing machines, food and confections, and to buy, sell and generally trade and deal in and with any and all kinds of products and merchandise capable of being sold or dispensed in such machines."

The other two new vending firms are the McGinniss Vending Company and the Elgee Vending Service. The McGinniss firm is solely owned by Joseph T. McGinniss with offices and showrooms in the Northeast section of the city. The Elgee service is owned by Louis and Anna Goldenstein and located in the North Philadelphia section.

Mercury Steel Sets New Subsidiary for Scale Distribution

DETROIT, July 9.—The Continental Service & Equipment Company has been formed as a subsidiary of the Mercury Steel Corporation, manufacturers of the Mercury Athletic Scale, and will take over distribution of the scales nationally, Edward A. Gorney, inventor, states. The new firm will maintain headquarters at the parent office in Detroit, and will be headed by Ted Cymbal.

Prices on the complete scale line have been slashed drastically, Gorney said, as the result of plant developments which have allowed a reduction in overhead and an increase in production volume.



VICTOR'S AMAZING NEW
TOPPER
4 Toppers to a case
$43.00 Per Case.
$10.75 Per Mach.

5/8 140 Count COLORED BUBBLE BALL GUM
25 lb. cartons
26c LB.
170 & 210
27c LB.
(Prepaid in lots of 100 lbs. or more)
FULL CASH WITH ORDER

PISTACHIOS
25 lb. carton
Large, 65c lb.
Small, 49c lb.
Full Cash With Order.

Plastic Charms
$2.50 Per 1000

SPECIAL JULY OFFER
4 Toppers PLUS 25# 170 Ball Gum PLUS 1000 Charms, all for ONLY
$50.00

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.
Orders Under $10.00, Money in Full.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992



Rush Your Order Today
VICTOR'S AMAZING NEW
TOPPER

1 to 5 Cases
$43.00 Per Case
($10.75 Per Mach.)

6 to 11 Cases
$42.00 Per Case
($10.50 Per Mach.)

12 to 24 Cases
$41.00 Per Case
($10.25 Per Mach.)

25 Cases or More
$40.00 Per Case
($10.00 Per Mach.)

Victor's Model V, 1¢, Wrinkle Finish.	$12.75
Victor's Model 1¢, Special Finish	13.25
Victor's 5¢, Almond or Nut. Each	15.45
Victor 1¢ Universal. Each	13.95

Quantity Prices on Request.

GET ON OUR MAILING LIST!

ARTHUR GRAEFF CO.
1232 BROADWAY, TOLEDO 9, OHIO
Phones—Office: EM. 5872. Res: WA. 7742

"A Little Place That WANTS YOUR LITTLE ORDERS"



VICTOR'S NEW MONEY MAKER
"HOT-POP" POP CORN MACHINE
Non-Coin Operated
$47.50 EACH
$10.00 Deposit, Balance C. O. D.
Big profits, easy work in a route of these attractive warmers.
MANUAL DISPENSER OF PRE-POPPED POPCORN.
YOU COLLECT PROFIT IN ADVANCE

KLEENEX VENDOR
Matching Stands Available
IMMEDIATE DELIVERY
Write for literature and prices
E. B. METAL PRODUCTS CO.
225 East 144th Street
Bronx 51, N. Y.

THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL



Cuts Service Time In Half

$17.55

SAMPLE

Write for Quantity Discount.

Other Popular Northwestern Vendors, $10.35 and Up.

BADGER BULK VENDOR CONFECTIONS

Finest Quality—Lowest Price

Prompt Attention Given All Mail Orders

Minimum Order Shipped—25 Pounds

Almonds (Teeny), Vacuum Packed, 5 Lb Tins, 400 Count	80¢ Lb
Almonds (Vacuum Packed), 5 Lb. Tins, 400 Count	65¢ Lb.
Badger Super Pecan Mix	60¢ Lb
Blanched Virginias, Salted	32¢ Lb.
Spanish, New Crop, Salted, Good	24¢ Lb
French Fried Corn (Cornuts)	.3¢ Lb
Pistachio Nuts, Red, Lg. & Jumbo	65¢ & 88¢ Lb
Boston Baked Beans, Dark, Reg. or Pee Wee	23¢ Lb
French Burnt Peanuts, Reg. or Pee Wee	23¢ Lb.
Pine Nuts (Pinions)	43¢ Lb.
Rainbow Mix (Candy Coats)	23¢ Lb
Gum—Reg. or Bubble Base	25¢ & 27¢ Lb

Write for Circulars and Price List.

BADGER SALES CO., Inc.
2251 W. Pico Blvd Los Angeles 6, Calif.

Six Bakeries Offer Vender Packages to Operators

(Continued from page 91)
cookies richer, using a higher shortening content.

In addition to special count packs, hypoed interest in cookie vending has induced the $540,000,000 a year cookie industry to redesign individual 5-cent cookie packages to be better vender items. Loose wrappers, seals or labels which caused trouble during the early days of cookie vending have now been eliminated. As a result of co-operation between operators and bakeries, packs are now "candy wrapped" and offer no more trouble, wrapper-wise, than the nickel candy bar.

Growth

One of the leading cookie manufacturers (Austin Packing Company, Inc.) offering vend-packs, which pioneered this style pack in 1939, gave an indication of the growth of cookie vending this month. This firm's president, Ernest H. Fox, told *The Billboard*: "Our sales to the vending machine industry for the first four months of this year are 40 per cent ahead of the same period a year ago."

Austin's nickel Vendapak was followed in 1940 by the Sunshine Biscuit, Inc., and Statler Manufacturing Corporation combination. Former designed its special cubical vend package for use in the Statler Niks machines.

New Firms

The three recruits to the cookie vender supplier ranks during the past several months strengthen the trend to machine merchandising of the "baked sweet." New firms are the Burry Biscuit Corporation, Elizabeth, N. J.; Gordon Foods, Inc., Atlanta, and National Biscuit Company, New York.

Turning to specific prices, counts and flavors offered by the six cookie firms definitely known to offer vend-packs, a current over-all picture of the cookie vending supply field is presented:

Austin Packing Company, Inc., continues to offer two types of packs. President Fox states that the flat pack is offered in 450-gauage moisture-proof cellophane and the cubical pack is wrapped in cellophane-sealed cardboard containers. Both contain the same amount of merchandise, usually four filled sandwich-type cookies, and both offer a like variety. This includes (in the 100-count vend-packs) cream waffles, cheese peanut butter sandwiches, vanilla shortbread and toasty peanut butter sandwiches at $2.70. Cream-filled sandwich cookies are pegged at $2.75 for the same 100-count pack. All sales are made to the operator direct.

Statler Manufacturing Corporation, national distributors for Sunshine Biscuit, Inc., trade-marked Niks cookie packs, also manufactures the Niks vender. L. Reiss, vice-president, states that his firm carries a variety line of Sunshine cookies—peanut butter and cheese sandwiches, fig bars, fruit biscuits, chocolate and vanilla cloverleafs, chocolate and almond creams. Sales are made directly thru Statler's national contract direct to operators or thru local Sunshine Biscuit branches.

National Biscuit Company, which introduced its vender pack late in 1948, has five varieties of sweet sandwich cookies, all in bar form. A. H. Wilcox, manager of firm's specialty products division, reports that each 180-count pack is offered operators at "3 cents per nickel pack less quantity discounts." Transportation charges are prepaid on shipments of seven or more packs. All sales are made direct.

Four Types

Burry Biscuit Corporation, which began packaging of cookies for use in venders during the past year, offers four types of packs. C. J. Walpole, of. Burry's sales department, describes them as three cream sandwich type in assorted chocolate and vanilla varieties and a cheese peanut butter sandwich. All flavors carry the $2.65 per 100-count pack price. Sales are made direct and thru wholesalers.

Gordon Foods, Inc., the third newcomer to the vender-cookie supplier ranks, introduced seven varieties of packs about nine months ago. Charles Rolston, official, lists these as potato sticks, fig bars, chocolate and vanilla cookies, cheese malt and plain peanut butter sandwiches and jumbo peanuts. All are packed in cellophane packages. Average price per 100-count pack is $2.75, with peanuts and cracker packs going for $2.80, same count. Freight is prepaid on shipments over 100 pounds (approximately 20 or 25 100-count packs), and as indicated all sales are made direct.

Rolston states his firm is now setting up five branches east of the Mississippi River to facilitate delivery, with all to be in operation by the end of July. Too, firm has its own fleet of trucks which carry shipments to various parts of the country.

100-Count Packs

Sixth supplier of cookie packs for venders is Royle Maid Products, Philadelphia. This firm also offers 100-count vend packs, featuring cream-filled sandwiches and fig bars, along with its regular line of cheese crackers, wheat crackers, malted and toasty crackers.

Intro Colespa At Det. Showing

DETROIT, July 9.—Local offices of the Cole Products Corporation, manufacturer of the Colespa three-flavor beverage vender, recently held a three-day showing of the unit for operators in this area. William J. Smith, manager of the Detroit offices, arranged the showing. In attendance from Cole Products headquarters in Chicago were Al Cole, president; Dick Cole, vice president, and A. M. Carr, chief engineer.

Robert Johnson, New England divisional manager, and L. J. Harrington, district manager for Ohio, also attended.

In line with its pre-selling program, wherein the firm introduces the vender to locations, as a special service to operators, many potential locations here were invited to attend the showing.

A MONEY-MAKER ON EVERY LOCATION!

Northwestern

DUAL VENDER



1c AND 5c OR 5c AND 10c

Less Than 25 $45.00

Less Than 100 $44.50

100 or More $44.00

Write, Wire, Phone

NORTHWESTERN SALES & SERVICE CO.
Authorized Northwestern Distributor
4105 16th Ave. Brooklyn 4, N. Y.
Phone: Gedney 8-3600

ALPHABETO CHARMS

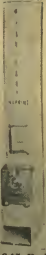
SELL MORE CANDY, GUM, NUTS!

(Complete alphabet and 10 numerals)
THE MOST POPULAR CHARM ON THE MARKET.
Exceptionally low prices. Immed. delivery
Other Charms available.
PAUL A. PRICE CO.
220 Broadway New York 7, N. Y.

ADVANCE DUPLEX-E and 21 F SANITARY VENDOR

IMMEDIATE DELIVERY

Order Sample Today! Write for Quantity Prices!



LISTO SANITARY NAPKINS

Manufacturer and Distributor

LEAF BUBBLE GUM FACTORY PRICES

5/8", 26c lb. - 170 ct., 27c lb.

ALL MERCHANDISE AT LOW COST - Write

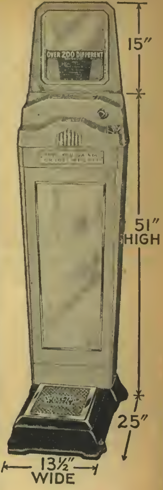
SHIPMAN STAMP FOLDERS

LOW COST . . . WRITE

New ABT Challenger	$42.50
Gottlieb Grip 3-Way	24.50
Bouncer	34.50
Advance Electric Shocker	18.75
Advance Model D Ball Gum	11.90
Advance Model H Bulk Vend	12.60
Advance Hershey Bar Vend.	Write
Selectorie Usrd. 4 Col., 64 Bars	50.00
Adam 4 Col Gum	22.50
Card Vendor	12.50
Cards All Series M	4.00
Acorn Vendor	13.95
Penny Weighing Scale, in Case	18.50

USED BULK VENDORS, ALL MAKES
OVER A THOUSAND NEW MACHINES ALWAYS IN STOCK
Factory Distributors
1/3 Dep., Bal. C. O. D.

J. SCHOENBACH, 1645 Bedford Ave., Brooklyn 25, N. Y.



$25 DOWN

Balance $10 Monthly

PENNY FORTUNE SCALE

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS $85.00 IN PENNIES

Invented and Made Only by

WATLING Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889 — Telephone: Columbus 1-2772
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BRAND NEW LUCKY BOY VENDORS



$9.75 EACH 1¢ or 5¢ MODEL

Lots of 5, $8.75

Lots of 25, $7.75

Nut and Charm Vendors hold 8 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

BLOYD MFG. CO.
VALLEY STATION KY.

DIGGERS

Erie Hand Operated Diggers, Electro Hoist, Iron Claws, Buckleys, Rotary Merchandisers, Merchantmen. Write

NATIONAL
4242 Sansom Philadelphia, Pa.

Steady-Steady Profits



ALKUNO
5¢ GUM VENDOR
MODEL 200-G-3M
Can be attached to other Larger Machines.
Metal Cabinet and Base
CAPACITY: 200 PACKS
Ht. on Base, 54"x14"
Wt. on Base, 45 Lbs
Price........$59.00
Base........ 12.00
Immediate Delivery in Green, Blue or Tan.
•
Write for Catalog of Complete Line of 5¢ Gum & Candy Venders
ALKUNO & CO.
408 Concord Ave.
NEW YORK 54, N. Y
Melrose 5-7757

Pa. Bottlers Ask Drink Tax Postponement Pending Hearing

(Continued from page 91)
The controversial levy, which imposes a State excise tax of 1 cent on each 12 ounces of bottled soft drinks and ½ cent on each ounce of sirup used by soda fountains, was re-enacted for another two years by the 1949 Assembly after a bitter fight against the measure by bottlers.

Revenue officials contend the bottlers have been collecting the tax by adding 1 cent to the price of bottled drinks and in some cases have not turned over these funds to the Commonwealth.

Text of the organized bottlers' resolution:

"Whereas, the soft drink industry in Pennsylvania is in a condition of chaos; and

"Whereas, this chaotic condition will continue until the courts make a decision on litigation now before the Dauphin County Court; and

"Whereas, bottlers and crown manufacturers are being put to tremendous expense and inconvenience at the most difficult time in the industry's history by being required to use tax stamp crowns by September 1; and

"Whereas, several hundred bottlers are in a precarious financial condition by reason of their inability to enjoy the normal growth in volume that would have followed discontinuance of sugar rationing and because of the impact of the soft drink tax; and by reason of the assessments being made against them as a result of divergent interpretations of provisions of the tax

"Therefore be it resolved that the board of directors of the Keystone Bottlers' Association ask the Department of Revenue to rescind all regulations, changing the present method of collecting the tax, until final decision has been given by the courts; and

"Be it further resolved that the governor be requested to appoint a committee to study the effect of the soft drink tax on Pennsylvania bottlers and the industries which supply them with materials; and

"Be it further resolved that if this committee, selected by the governor himself, reports that the tax is having a disastrous effect on the industry and is forcing many bottlers out of business or into bankruptcy, that the governor be urged to call a special session of the General Assembly to repeal the soft drink tax.

"Be it further resolved that a copy of the resolution be forwarded to the Governor of Pennsylvania and to the Department of Revenue."

Candy Grosses Hiked 8 to 15%

(Continued from page 91)
ing isn't a seasonal affair; people, especially in in-plant locations, have an appetite for cookies 12 months of the year," he maintains. Vendall's five-column machines devote one column to cookies right thru the year, while its eight-column units stock one or two columns of cookies, depending upon location, on a yearly basis. Garrick stresses that contrary to many operators' beliefs, cookies will spoil (become soggy) at a faster rate than candy if they are not packaged in hermitically sealed containers or if such containers are damaged. Two types of cookies are featured in the Vendall operation; peanut and cheese.

Beverage Units Help

Glenn Johnson, manager of the Chicago operation Mills Automatic Merchandising Company, states when the company placed its straight cookie and biscuit venders close to drink machines in industrial plants, the normal 40 per cent drop in summer sales was held to 25 and 30 per cent. However, when such units are installed away from drink equipment the summer drop off, in a candy operation, again dips to 40 per cent or "thereabouts," Johnson claims.

While a preponderant number of candy operators contacted believed that cookie vending would grow in importance and become a standard part of their operations during the next few years, a few took a negative view. Representative of tha latter view, generally was that expressed by Perry Rose, Robot Sales. Said Rose: "As a candy operator, I don't believe in mixing my merchandise. Cookies and candy are two different commodities. Customers are inclined to take the attitude that cookie packs in a candy vender result in a higher profit, per pack, for the operator."

VEND-A-KARD TO INTRO

(Continued from page 91)
a lithographic house.

To put its machine on the market, the new firm is following an elaborate procedure of franchising operators and then making up special card series for the operator's particular locale. In the offing, Wahlstrom said this week, is a national consumer advertising program.

Vend-a-Kard has now completed a set of scenic cards for New Orleans and expects this city, as its first operation, to be running by early August.

Price of the equipment and the card packets was not announced.

NEW! ACORN VENDOR



This new 1¢ or 5¢ bulk merchandise vendor is amazingly easy to operate ... vends any type of merchandise! Beautiful baked enamel finish.
Order today!
$13.95 1 ea
Quantity discounts granted
Write today for our many
MONEY SAVING DEALS
DANCO
COIN MACHINE CO.
1302 E. Baltimore St., Baltimore 31, Md.

HERE'S A SIMPLE STORY!



ACORN
1¢ or 5¢ All Purpose Bulk Merchandiser
Simply sells all types of bulk merchandise as fast as you load it!
WRITE TODAY!
HANKIN DISTRIBUTORS, INC.
708 Spring St., N. W.
Atlanta, Ga.



ACORN 1c & 5c
ALL PURPOSE
BULK MERCHANDISER
Gives maximum returns from all locations because it sells everything fast—particularly when it vends Ball Gum and Charms!
WRITE FOR DETAILS!
OAK MFG. CO., INC.
11411 KNIGHTSBRIDGE AVENUE
CULVER CITY, CALIFORNIA

The Greatest Little Profit Booster Ever Built!



ACORN
1¢ or 5¢ All Purpose Bulk Merchandiser
If You're Looking for "Insured" Profits—This Is It!
WRITE TODAY!
Operators Vending Machine Supply Co.
1023 South Grand, Los Angeles 15, Calif.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS..
Write now FOR LOWEST PRICES AND SAMPLES OF OUR METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.
BECKER VENDING SERVICE • BRILLION, WISCONSIN

WRITE FOR CATALOG
ON BULK VENDORS, MERCHANDISE, GAMES, ETC. BUBBLE BALL GUM
140 or 170 size, Crown Jack Brand with colored centers. 25 lb. ctn. $5.65
100 lbs. or more 21.90
COPPER AND SILVER PLATED CHARMS
Series #1. 1,000 ....$4.50
Series #2. 1,000 .... 5.75
Gold Plated "Georgia" Pins. 1 Gross 3.95
Gold Plated Bracelets in Capsules. 100 .... 5.95
Silver Wedding Rings. 1,000 .... 8.50
Gold Wedding Rings. 1,000 .... 8.95
Stone Rings. 1 Gross 2.50
Sassy Wise Crack Buttons. 1,000 ... 6.00
Gold Plated Basket Balls. 1 Gross .. 2.95
We are factory distributors for all leading makes of VENDING MACHINES.
PARKWAY MACHINE CORPORATION
623 West North Ave. Baltimore 17, Md.

CHARMS
NEW 5/8" SIZE
AUTOGRAPHED
BASEBALLS
embossed with names of both league teams
White Plastic Baseballs...$ 6.00 per M
Copper Plated Baseballs... 10.00 per M
PENNY KING CO.
415 Neptune St. Pittsburgh 20, Pa.



VICTOR'S
AMAZING NEW
TOPPER
1 to 5 Cases, $43.00 Per Case. ($10.75 Per Mach.)
Victor's Sensational HOT-POP Non-Coin Operated—$47.50. $10 deposit, bal. C.O.D.
Victor's 1¢ Universal, Blue Hammerloid Finish—$13.95.
Victor's Model V, 1¢ or 5¢, Red Wrinkle Finish —$12.75.
DEVICES
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if you want the finest in reconditioned cigarette machines—all makes and models—you want to get on our mailing list for weekly specials. Send your name and address to . . .
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Popcorn Operators
Vendors or Warmers
Use the original 'Pop' Corn Sez pre-popped corn to get highest profits and biggest sales! 'Pop' Corn Sez originated the present popular method of packaging popcorn for delivery to you fresh and conveniently packed. Our product is designed especially for your use and maximum benefit.



Write for details! Ask about our 'Pop' Corn Sez Vendors, too—both new and reconditioned.
SUN PUFT POPCORN CO.
OF FLORIDA
HENDRICKS AVENUE
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THE "CHALLENGER"
THREE MACHINES IN ONE
$10.00 to $50.00 Weekly on Location!
TROPICAL TRADING CO.
549 W. Washington St., Chicago 6, Illinois

ADVANCE 21 F & DUPLEX E SANITARY NAPKIN VENDORS & SUPPLIES
Factory Distributors:
FOWLER COIN MACHINE & DISTRIBUTING CO.
2030 Crooks Road Pontiac, Mich.
Phone 2-1200

NCWA Told FTC-Canteen Case "Encouraging" to All Jobbers

CHICAGO, July 9.—Reporting on newest developments in the proceedings of the Federal Trade Commission (FTC) against Automatic Canteen, William A. Quinlan, Washington attorney, told the NCWA convention here last week that the jobber has reason "to feel encouraged." As expected, interest was high as NCWA had earlier intervened on behalf of its jobber members.

After pointing out that Canteen had agreed to a "stipulation" which in effect closed the record without further testimony, Quinlan stated: "There is a key question involved in the Automatic Canteen case which has never been ruled upon by the courts. That is, altho the FTC itself has agreed with our argument that Canteen has the burden of proof that the discounts it is receiving are justified by differences in the sellers' costs, there has never been a decision by any court on this particular question (that is, where the buyer is the one proceeded against) and any one of several moves might follow a cease and desist order by FTC."

Several Moves

Quinlan went on to explain the possible "several moves." He said: "If Canteen fails to comply with the order FTC can ask the U. S. Circuit Court of Appeals to enforce it. Canteen itself might go to that court and ask that the order be set aside, and there might be a higher appeal by either side to the Supreme Court. Or Canteen might comply completely and promptly with FTC's order, which we hope will be the case."

If Canteen does not comply, Quinlan declared, NCWA plans to continue to maintain that when a big buyer like Canteen deliberately sets about to insist on lower prices than those paid by other competing distributors, or on more favorable allowances or services, it does so at its own peril unless it can prove that the differentials are fully justified by differences in the sellers' costs.

"In any event, we have every hope that there will be a stop to these price discriminations which manufacturers have been pressured into giving to Canteen and which they (manufacturers) must recoup by charging you (NCWA jobbers) higher prices for the same merchandise," Quinlan concluded.

Electro-Serve Debuts Manual Corn Dispenser

PEORIA, Ill., July 9.—C. B. Bobenmyer general manager of Electro-Serve, Inc., here, announced details of firm's new non-coin counter popcorn warmer. Called Fresh 'N' Hot, the unit was reported set for production last month (*The Billboard*, June 11) but altho initial output is now underway, a "retail price has not yet been definitely settled upon." This will be announced shortly, it was stated.

Production will be maintained at a sufficient volume to take care of orders received, Bobenmyer declared.

The new warmer is 14¾ inches wide, 11¾ inches deep and 25 inches high, and has a shipping weight of 22 pounds. It features use of specially designed heat diffusing plates, supplying uniform heat to the entire hopper bottom. Capacity is 8 gallons of corn. Dispenser is so constructed that it does not deliver a single "batch" of corn, according to Bobenmyer. Use of a revolving rotor vend, operated by a small hand wheel on the unit's right side, permits dispensing of a stream or constant volume of popcorn. This eliminates resetting of dispenser for different amounts of corn should price of corn or portions vended change. The rotor is the only moving part in the dispenser, and includes agitation and cut-off as a single operation.

Body of the unit is red, with a plexiglass enclosure for the popcorn compartment.

Bobenmyer also reported his firm distributes popped and seasoned corn in five-gallon (2½ pecks) bags.

Chase Candy Stock Sale Announced; 2 Qtrly. Dividends

ST. LOUIS, July 9.—Chase Candy Company has announced the sale of 200,000 shares of common stock to F. S. Yantis & Company, Inc., at $2.50 per share. Yantis will offer other stockholders their pro rata share of the new issue at cost later this year.

Chase directors also authorized the issuance of options, good for two years, to officers and employees covering the purchase of 47,000 shares of common stock at $2.50 per share. They also declared two quarterly dividends on the convertible preferred stock, payable July 1 and October 1.

Spacarb Sells N. Y. Operation

NEW YORK, July 9.—In a deal involving the sale of over 100 cup venders already on location, Spacarb, Inc., transferred its local operation, Spacarb New York Distributors, to new owners, it was learned here this week. Of the new owners, only Larry Ellman, vice-president and secretary, has formerly been associated with a drink machine route. William Juster, president, and Albert Mincow, vice-president and treasurer, are newcomers to the industry.

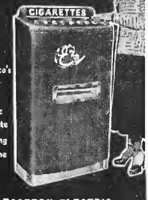
While the exact number of machines involved in the transfer was not disclosed, a story in Vend last year reported the operation as controlling about 125 single and multiple-flavor venders. They are heavily concentrated in theaters and schools.

Another in the great family of Electro Distributors . . .

TRAVERS & COMPANY, INC.

89 State St., Boston, Massachusetts

Distributors of Electro in Maine, New Hampshire, Vermont, Rhode Island, Massachusetts and New York (less Metropolitan New York area).

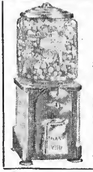


America's Finest All-Electric Cigarette Vending Machine

EASTERN ELECTRIC VENDING MACHINE CORP

GENERAL MOTORS BLDG. NEW YORK 19, N.Y.

A PRODUCT OF C-8 LABORATORIES



TOPPER

$10.00 EA.

IN LOTS OF 100

24 to 44, $10.50 ea.
4 to 20, $10.75 ea.

Packed 4 to a case.

Vends Ball Gum and Charms. Also Bulk Merchandise.

Made by Victor, Mfrs. of World's Finest Vending Machines for Past 15 Years.

JACK NELSON & CO.
2320 Milwaukee Ave.
Chicago 47, Ill.

NEW VENDORS

N.W. Mod. 49, 1¢ or 5¢	$17.55
N.W. Dual, Comb. 1¢ & 5¢	45.00
N.W. DeLuxe, Comb. 1¢ & 5¢	27.00
Victor Universal, 1¢	13.95
Victory Mod. V, 1¢	12.75
Victor Topper, 1¢, Case of 4	42.00
Less in Quantities	
Silver King, All Models	12.95
In quantity. Ea.	10.55
2 to 5 ....$12.50 6 to 11....$11.55	
Master #2, Comb. 1¢ & 5¢	17.50
Master 1¢ Novelty	12.95
Shipman Triplax, 1¢ & 2¢ Stamp	29.50
N.W. National Postage, Roll Type	69.00
Advance #21 3/25 Match Fold Pack	25.00
Match Packs, per gross	1.65
Advance Sanitary Napkin, 10¢ Slot	20.00
Napkins, 250 to ct., each ....4½¢	
Adams Gum, Mod. G.V., 6 Col., 1¢	19.50
Exhibit Picture Card Vendor, 1¢	20.00

RECONDITIONED VENDORS

Advance Ball Gum, 1¢	$ 5.95
N.W. Model 40, 1¢	6.95
N.W. De Luxe, 1¢ or 5¢	15.00
N.W. Mod. 33 Ball Gum	7.50
Yu Chu Ball Gum, 1¢	6.50
Silver Kings, 1¢	7.50
Silver Kings, 5¢	8.50
Victor Mod. V. Globe Type, 1¢	8.95
Victor Mod. V. Cab. Type, 1¢	9.95
N.Y 1¢ & 2¢ Stamp	12.50
Shipman Duplex 1¢ & 3¢ Stamp	19.50
Adams Gum, 4 col., 1¢	12.50
Adams Gum, Mod. G.V., 6 col., 1¢	14.50
U-Select-It Candy Bar, 54 Bar, 5¢	29.50
Match Box Vendors (new)	4.95

50 VARIETY SHOPS

5 comp. Bulk Vendors. Like new. Used 2 months. $500.00 for the lot. Including Stands. ....SAMPLE $12.50

16 REGAL 1c BULK VENDORS

$75.00 FOR THE LOT. SAMPLE $6.95

NEW COUNTER GAMES

ABT Challengers or Mod. F	$42.50
ABT Skill Gun, 1¢-5¢, All Electric	57.50
A.O.T Stands for Above	5.95
Gottlieb Grip Scale	24.50
S.K. Target Kings or Hunter	45.00
Imps, either 1c or 5¢	16.50
Electric Shockers	18.75
Mills Vest Pocket Bells, 5¢	65.00
Kicker & Catcher	34.50
Whirl-a-Ball	19.50

SLOTS

Groetchen & Col. Bells (New)	$119.50
Mills Q.T. (New)	115.00
Columbia Bells (Used)	75.00
Vest Pocket Bells (New)	65.00
Vest Pocket Bells (Used)	44.50
We stock complete line of Mills Bells	Write

GENUINE LEAF RAINBLOW BUBBLE GUM

⅝" Size . . . 26¢ lb.—170 & 210 Ct. . . . 27¢ lb. Packed 25 lb. Cts. Orders of 150 lbs. or more shipped prepaid.

SEND FOR COMPLETE PRICE LISTS OF COIN OPERATED MACHINES & SUPPLIES

1/3 With Order, Balance C.O.D.

WE FINANCE VENDING MACHINES
WRITE FOR FULL DETAILS

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676



SALE
ROWE ROYAL CIGARETTE VENDOR
10 Col., 400 Pack Cap.
$97.50
8 Col., 320 Pack Cap.
$85.00

ATTENTION—25c & 30c CONVERSIONS

Silver. Quarter or combination Nickel-Dime. Guaranteed Parts. Expert Workmanship.

CIGARETTE MACHINES

NATIONAL ELECTRIC 9E, 9 Col.	$225.00
ROWE CRUSADER, 8 & 10 Col.	145.00
UNEEDA 8 Cols., 510 Pack Cap.	139.50
Uneeda Model 500, 7 Col., 250 Pack Cap.	90.00
Uneeda Model A, 9 Col., 270 Pack Cap.	75.00
National 9-30. 270 Pack Cap.	75.00
National 6 Col., 150 Pack Cap.	32.50
Rowe President 10 Col., 475 Pack Cap.	119.50
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
Rowe, 6 Col. 150 Pack Cap.	35.00
DuGrenier, 9 Cols., Model WB, 386 Pack Cap.	62.50
Special 4 Col. VENDOR 80 Pack Cap.	20.00

CIGAR VENDOR, 50 CAP.	$ 15.00
DELUX CIGAR VENDOR, 150 CAP.	32.50

CANDY MACHINES

National 9-18	$100.00
UNEEDA CANDY, 102 Bar Cap.	75.00
U-Select-It	35.00
Advance Candy Machines	25.00
Shipman Candy Vendor	22.50
ROWE 5 COL. 1c GUM VENDOR	15.00



SALE
$85.00
ROWE CANDY VENDOR
8 Col., 120 Bar Capacity.
Floor Model

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JUKE OPERATORS SOUND OFF

Speak Their Minds on Many Problems; Stress Service As an Important $$$ Factor

Some Protest Distributor-Owned Music Machine Routes

By Dick Schreiber

CHICAGO, July 9.—Elimination of direct selling to locations, less competition from distributor-owned routes, better prices on equipment and on records are the leading requests made by operators participating in the Billboard's recent survey of 561 phonograph firms. These requests accompanied returned questionnaires or were made in separate letters commenting on the music machine survey. Protests against distributor-owned music routes as an "unfair" competition were strongly evidenced in the survey itself. In that portion of the survey which sounded out operator opinion on preferred buying methods, 43.4 per cent of the 561 said they would prefer to buy direct from the factory with a parts supply house and repair shop in their territory.

Operator comment pointed out two basic reasons for preferring to buy direct: (1) Such a method would mean a lower price on equipment, and (2) it would put everyone on an equal footing, eliminating the price edge distributors now have when buying equipment for their own routes.

(Editor's note: The first point above is questionable since the expense of maintaining service and repair facilities would continue no matter whether those facilities were carried by the factory or by the distributor. The value of services performed by the distributor, as many an operator pointed out in the survey, cannot be over-estimated.)

Op Opinion

A Milwaukee operator summed up the feeling against distributor competition like this: "It should be strictly illegal for a distributor to be an operator, because he has the advantage in buying for a price. The distributor also enjoys the benefits of company (factory) advertising by answering requests directed to him for new machines.

"He does not pass these requests along to operators but operates himself unless the location is not deserving. *(See Juke Operators on page 101)*

Arcade Feature At Chi RR Fair

(Continued from page 90)

ways on the east. The normal flow of people on the two walks, therefore, is naturally diverted thru the arcade.

Gay '90s Flavor

While most of the equipment installed in the arcade is of the modern gay gun and ray pistol target type, a Gay '90s touch is achieved by the number of machines of that era. Latter include the reel units, along with a nickel-operated animated blacksmith shop with six moving figures, Exhibit Supply's old striking clock machine and a Rameses mummy case question-and-answer machine. A number of other old-time equipment is scattered about the floor for atmosphere only.

An electric piano, replete with mandolin and xylophone attachment, is set for nickel operation. One to 20 coins can be inserted at a time. Also, management has set the machine for "on the house" operation, to attract customers during slack play.

Supplementing the change-making attendant are four service type coin changers. The changers, however, are almost ignored as the bulk of the patrons converge on the cashier. The coin changers appear to be not too familiar to many and they are not adequately provided with "get your change here" signs.

With fair hours 10 a.m. to 10 p.m. daily, and with the present 20,000 average daily attendance expected to increase as the summer progresses, Tigerman looks for a rosy season. "When they're in the arcade they play the machines," he said.

Washington Phono Ops Co-Operate in City Health Drive

WASHINGTON, July 9.—Washington juke box location owners will be asked to co-operate in the Health Department's campaign against venereal disease by playing a recording entitled *Put It Down*. The tune and lyrics "are not highbrow, just barroom educational stuff, but in good taste," a spokesman said. The chorus runs, "The time has come to put old VD down."

The Department will ask the disk be played in barrooms, dance halls and other places where catchy music is appreciated. Whether the music will be played free or whether a nickel will be charged depends on the amount of co-operation from the ops, the Department said.

Mrs. Betty Bullock Murphy, of Washington, composed the song and a local quartet did the orchestration and vocals. The matter came to attention recently when an auditor discovered a $1,000 item in the budget for the ditty. A few legal barriers must be cleared before the recording can be released, a spokesman explained.

So. Dak Ops Will Convene In Watertown

Sked Legal, Promotion Talks

YANKTON, S. D., July 9.—Members of the South Dakota Phonograph Association (SDPA) will gather in Watertown Sunday (17) for the three-day quarterly meeting. Mike Imig, president, said the meeting actually would start Monday afternoon (18), but that a get-together would be held Sunday night at the Lincoln Hotel for those arriving early. Business sessions also will be held Tuesday, with a banquet winding up the meet. Imig also reported that Norman Gefer, Sioux Falls, secretary-treasurer of the SDPA, would not be present in Watertown as he was scheduled to attend the Shrine convention in Chicago on the same dates.

Meeting, according to Imig, was delayed about a month because most of the operators were lining up and letting up their summer vacations early in June. Too, with its membership drive successfully concluded, and with the "direct-to-location sales" problem now licked in the territory, there is little pressing business to take up. The meeting next week will concentrate on anything which might be upcoming at the next session of the State Assembly, and with promotional programs to stimulate phonograph play.

Imig reported business in general has been holding its own in the ter-

(See S. D. OPS SET on opp. page)

APOA Maps Promosh To Hype Phono Play

CINCINNATI, July 9.—The Automatic Phonograph Owners' Association (APOA) is planning an extensive promotional drive to stimulate the phonograph business here. Groups is scheduled to meet Tuesday (12) to further discuss plans and start the wheels moving.

Meanwhile, the APOA has set up a special policy committee. Sam Chester is chairman, and members include Bill Gamble, Chesterland Company; Abe Salmon, Globe Games, and John Denhart, Able Sales Company. Charlie Gantner will serve ex-officio on this committee.

Dime Play Back

CHICAGO, July 9. — Dime play is going over with a vengeance at the 1949 Chicago Railroad Fair. A pre-juke era electric piano, complete with castenet, lambourine and xylophone attachments, grinds out an assortment of "popular" ballads from its location in the Silver Dollar Saloon in the Gold Gulch area.

At a dime a play the piano is kept in almost continuous operation during the fair's daily 10 a.m. to 10 p.m. stint. The machine was taken from Valentine's nickelodeon collection, 1906 Milwaukee Avenue, for use at the fair.

According to the "bartender" at the Silver Dollar (only soft drinks are served), the public evidences real interest in the "old juke box."

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

DECCA ANNOUNCES CLEARANCE SALE. The diskery offers 50 per cent off on albums to consumers.

DUCHIN TRANSFERS TO HAMMONY. Eddy Duchin is the first orkster to transfer to the new low priced label.

MISS VAN HAUR LAUNCHES OWN LABEL. Dagmar Van Haur, formerly with Dial Records, has her own Ivory label, slanted at blues and rhythm.

PEATMAN PICKS THE YEAR'S WINNERS. Buttons and Bows wins first place in the top 35 pops; *Begin the Beguine* tops standards.

RED, HOT AND BLUE, USES DEEJAY GIM. Hit tunes from the picture are given heavy disk jockey play with special announcements by Betty Hutton.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

(Continued from page 26)

SI—Sustaining Instrumental
SV—Sustaining Vocal
CI—Commercial Instrumental
CV—Commercial Vocal

Songs	Publisher	Heard in N. Y. SI	SV	CI	CV	Heard in Chi. SI	SV	CI	CV	Heard in Calif. SI	SV	CI	CV	Add. Sur. Pts.	Tot. Pts.
Comme Ci, Comme Ca	Leeds	0	4	0	2	0	7	3	2	1	3	0	1		42
Everytime I Meet You (Beautiful Blonde From Bashful Bend)	Feist	5	13	1	1	3	14	1	2	6	12	1	0		113
Five Foot Two	Feist	1	4	0	6	1	4	0	6	4	3	0	6		102
Forever and Ever	Robbins	2	6	1	3	6	4	3	4	1	6	1	3		96
Girl From Jones Beach (Girl From Jones Beach)	Harms	2	6	0	0	3	9	2	1	5	6	0	0		62
Having a Wonderful Wish (Sorrowful Jones)	Paramount	1	11	0	5	2	13	2	5	4	12	0	4	4	144
How It Lies	Morris	0	11	0	.4	1	10	0	4	0	16	0	3		119
Hucklebuck	United	2	5	0	3	1	1	0	3	2	0	0	3		69
I Don't See Me In Your Eyes Anymore	Laurel	2	7	0	4	1	3	0	4	1	1	0	4		74
Just One Way To Say I Love You (Miss Liberty)	Berlin	4	32	0	0	12	23	0	10	0	21	0	7	4	200
Kiss Me Sweet	Advanced	3	13	0	4	1	11	0	5	3	5	0	4	6	123
Let's Take an Old-Fashioned Walk (Miss Liberty)	Berlin	1	5	0	3	1	4	0	2	0	2	0	3		66
Lover's Gold	Oxford	5	5	0	4	2	3	0	3	1	7	0	3		78
Merry-Go-Round Waltz	Shapiro	4	7	0	5	10	6	0	5	2	3	0	3	6	106
My One and Only Highland Fling (Barkleys of Broadway)	Harry Warren	4	12	0	3	4	8	1	4	1	4	0	2		100
Riders in the Sky	Morris	0	6	0	5	4	3	1	6	0	4	0	4		93
So in Love (Kiss Me, Kate)	T. B. Harms	4	4	0	4	3	3	1	3	1	3	0	2		71
Some Enchanted Evening (South Pacific)	Williamson	6	0	1	0	6	9	6	9	3	5	1	7	6	185
Swiss Lullaby	Southern	6	11	0	2	3	5	3	2	1	4	0	0		75
The Beautiful Blonde From Bashful Bend (Beautiful Blonde From Bashful Bend)	Miller	2	2	0	3	2	2	0	3	2	11	0	3		74
There's Yes, Yes in Your Eyes	Witmark	2	9	0	2	2	11	0	4	4	10	0	2		104
Wedding Day	Famous	1	9	0	2	1	13	2	4	0	2	0	1		84
Who Do You Know in Heaven?	Robbins	1	12	0	2	3	9	0	3	4	10	0	1		94

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 26)

Weeks to date	Last Week	This Week	Title	Artist, Label	Lic. By
12	3	9.	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork. V 20-3402, 47-2896	ASCAP
15	8	11.	AGAIN	V. Damone-G. Oseer Ork. Mercury 5261	ASCAP
6	21	12.	A WONDERFUL GUY	M. Whiting-F. DeVol Ork. Cap 57-542	ASCAP
14	16	13.	"A" YOU'RE ADORABLE	P. Como-Fontaine Sisters-M. Ayres Ork. V 20-3381, 47-2899	ASCAP
13	24	14.	FOREVER AND EVER	M. Whiting...Cap 15386	ASCAP
5	16	15.	SOME ENCHANTED EVENING	F. Sinatra......Col 38446	ASCAP
3	—	16.	HUCKLEBUCK	F. Sinatra. Col 38486, 1-222	ASCAP

(B. Goodman, Cap 57-570; A. Kirk, Vocalion 55000; T. Dorsey Ork-S. Shavers, V 20-3427; J. Hampton Ork, Dec 24653; P. Bailey, Harmony 1049; B. Marshall-Cozy Cole Ork, Dec 48099; R. Milton & His Solid Senders, Specialty SP 328; The Pig Footers, Merc 8130; Big Sis Andrews & Her Huckle Busters, Cap 57-70000; C. Calloway & His Cab Jivers, Hi-Tone 135)

Weeks to date	Last Week	This Week	Title	Artist, Label	Lic. By
6	12	17.	RIDERS IN THE SKY	P. Lee......Cap 57-608	ASCAP
1	—	17.	A WONDERFUL GUY	F. Warren-H. Rene Ork. V 20-3403	ASCAP
8	22	19.	BALI HA'I	P. Lee-D. Barbour Ork. Cap 57-543	ASCAP
6	20	20.	AGAIN	A. Mooney Ork. MGM 10398	ASCAP
1	—	21.	SOME ENCHANTED EVENING	P. Weston Ork. Cap 57-629	ASCAP
13	27	22.	FOREVER AND EVER	D. Shore-H. Zimmerman Ork. Col 38410, 1-134	ASCAP
6	13	22.	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kaydets. V 20-3441	BMI

(The Starlighters-P. Weston Ork, Cap 57-617; Sons of the Pioneers, V 21-0065; S. Sims, Coral 60007; E. Howard, Merc 5296; D. Haymes, Dec 24623; G. Morgan, Col 20594 & 2-272; P. Terry with R. Arthur Quartet, Hi-Tone 145; J. Wayne, Col (78) 38525, (LP) 1-270)

Weeks to date	Last Week	This Week	Title	Artist, Label	Lic. By
2	15	22.	THE FOUR WINDS AND THE SEVEN SEAS	S. Kaye Ork. V 20-3459, 47-2923	ASCAP
1	—	25.	THE FOUR WINDS AND THE SEVEN SEAS	H. Jeffries. Col 38511, 1-286	ASCAP
5	30	26.	BABY, IT'S COLD OUTSIDE	S. Kaye Ork-D. Cornell. V 20-3448, 47-2914	
6	14	26.	BALI HA'I	P. Como-M. Ayres Ork. V 20-3402	ASCAP
1	—	28.	SOME ENCHANTED EVENING	J. Laurenz-J. Carroll. Mercury 5276	ASCAP
1	—	29.	THE FOUR WINDS AND THE SEVEN SEAS	M. Torme-F. DeVol Ork. Cap 57-671	ASCAP
10	26	30.	FOREVER AND EVER	R. Morgan Ork. D 24569	ASCAP
3	18	30.	BALI HA'I	F. Sinatra.....Col 38446	ASCAP

Of special interest to juke box operators are two charts—"Peatman Survey of Song Hits With Largest Radio Audiences" and "Favorite Standards of 1948-1949 Season," which appear in the Music Department, this issue.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Turning Back the Clock

15 Years Ago This Week

CHICAGO, July 7, 1934.—In an effort to expand the influence of the Metropolitan Skill Games Board of Trade, Inc., of New York City, the group started to lay plans to make the game board a State-wide organization. Thus far it has won favorable recognition among New York State coinmen by obtaining an opinion from the attorney-general on the Esquirol bill holding that the bill was not intended to molest pin ta'les, diggers and other games of skill.

In a memorandum decision handed down by Judge John P. Barnes in the Northern District Court of Illinois, the D. Gottlieb Company was cleared of a complaint which alleged the firm had infringed on patent No. 1645370 which was commonly known as the Callison patent. The plaintiff, William Edward Callison, contended his patent covered amusement devices then known as marble pin games which substantially consisted of a means for stopping and releasing balls on an inclined surface. According to the Callison suit the Gottlieb firm had violated his patent rights in games known as Miniature Playboy, Clover Leaf, Five Star Final, Master Playboy and Big Broadcast. In effect, the court decision made it clear that the Callison patent should not be interpreted to cover all amusement devices in which there is a means for stopping and releasing balls on an inclined surface.

Games proving popular with operators in July, 1934, included Chicago Coin's Showboat, listed at $39.50, Genco's Step-Up; Exhibit Supply's Lightning; Daval's Senior American Beauty; Van-Sho Corporation's Hurdles; Bally's Champion, and Gottlieb's Push-Over. . . . Meanwhile, President Bill Rabkin, of International Mutoscope, was successfully marketing Shoot-O-Matic, a digger type unit which gave the customer the opportunity of shooting out awards. . . . Proving how close the money situation was in '34 was an ad by Modern Vending, New York, which stated that $5 was the top allowance on used pin games when traded in for new equipment. The used machines also had to be shipped prepaid.

Top tunes of the week were *Cocktails for Two; All I Do Is Dream of You; I Wish I Were Twins; Sleepy Head;* and *For All We Know*. . . . A new type of table game was introduced by New Era Manufacturing Company, Chicago. The table offered a progressive scoring feature in which there were two skill pockets which shot two balls across the top of the playfield to higher scoring pockets.

10 Years Ago This Week

CHICAGO, July 8, 1939.—By the time the second half of 1939 rolled around game prices had jumped to an average of $89.50 with the price range among major manufacturers established from $84.50 to $94.50.

(See TURNING BACK on page 100)

S. D. OPS SET MEET

(Continued from opposite page)

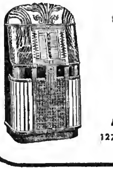
ritory, and that a June promotion which tied in with the Hit Tune of the Month, *Don't Tell My Heart*, had helped to hold juke grosses up. A local promotion will be worked Wednesday (13) when Lawrence Welk and his orchestra make a personal appearance here. Most of the phonographs in the Yankton area will feature disks cut by Welk during the week he appears in town, and more than 5,000 persons will be admitted to the ballroom where he will be appearing.

Shuffleboards, said Imig, are still slow in appearing in South Dakota, but some are trickling in every week. Boards are being placed on location by operators, and feature coin scorers.

On Automobiles they tried 2, 4, 6, 8, 12 and 16 cylinders but finally found 6 or 8 do the job perfectly!

On Phonographs they have tried a wide variety of selections but most modern operators agree . . .

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Tratsch Report on Coin Biz In Postwar European Field

CHICAGO, July 9.—Back from a three months' tour of European and Scandanavian nations, Walter Tratsch, chairman of the board of A B T Manufacturing Corporation here, told *The Billboard* the coin machine industry abroad is heavily hobbling its own. Cut off from American-made equipment, and held back by a lack of hard money, much of the equipment on location is not operable, Tratsch said.

Tratsch went to Europe, his first trip there since the end of the war, to re-establish business contacts which ABT had prior to 1940. His trip took him to the British Isles, all of the countries in Eastern Europe including Italy, the Scandanavian nations, and a trip via the air-lift to Berlin.

Inflation Factor

Wherever there is a predominance of paper money, brought on largely by inflation, coin machines have disappeared, Tratsch reported. Only in the British Isles did Tratsch find any numbers of coin machines and most of these were reconditioned prewar imports.

Most numerous of the British machines, Tratsch observed, were digmers and cranes. Majority of the amusement and music equipment Tratsch saw in Britain was installed in arcades, and he discovered that arcades are still doing a healthy business, so much so that in Belfast, Ireland, one of the larger arcades charged admission.

Thruout the trip, Tratsch said, the finest exhibition of amusement devices was in the Tivoli, Copenhagen amusement center. Restaurants, exhibits and an arcade featuring penny-pin tables and other games are grouped around a miniature lake, and all of them, Tratsch declared, appeared to be doing brisk business.

Only in England did Tratsch discover a few cigarette machines on location. Thruout France, where paper money predominates, Tratsch reported he did not see a vending machine on location.

Because of the paper money situation and the lack of demand for equipment, Tratsch found firms who built coin-operated equipment prior to the war are now engaged in other lines of production.

Cocoa Prices Up

WASHINGTON, July 9. — After eight consecutive months of decline, cocoa prices finally headed upward in April, Commerce Department stated this week. Average wholesale price of cocoa went from 18.3 cents a pound in March to 19.9 cents in April.

The price advance followed the largest amount of cocoa imports in more than a year. In March 44,434 tons were imported. The next highest total in recent months was the 23,276 tons in the previous month.

Turning Back the Clock

(Continued from page 99)

Altho these figures were more than twice the price of games in 1934, the equipment itself had improved in quality to noticeable extent . . . Five-ball games in top demand in 1939 included Gottlieb's Batting Champ; Keeney's Bang; Mills 1-2-3; Bally's Variety; Stoner's Snooks; Exhibit's Flash; Chicago Coin's Buckaroo, and Bally's Rocket.

LeRoy Stein, who already had a lengthy coin machine career including service with Ted Weed-A-Pak and member of the New Jersey phonograph operators' association, was appointed manager of the Amusement Board of Trade of New Jersey. . . . In the vending field the fast moving items were DuGrenier's selective gum unit, Bally beverage machines; The Rowe Aristocrat, and Torr's peanut and gum bulk merchandisers.

Leading tunes of the week were *Wishing; Sunrise Serenade; Stairway to the Stars,* and *Beer Barrel Polka.* Meanwhile *The Billboard's* Record Buying Guide was advising operators to stock up on the following tunes just breaking in: *White Sails; Moon Love; Comes Love,* and *I Poured My Heart Into a Song,* all of which became outstanding hits later in 1939 . In music circles the big news was the new Rock-Ola line which included the standard, deluxe and counter models of the Luxury Lightup and a new separate speaker unit. . . .

Telephone music was just to get under way. At the time the only thing known about this type of music was disclosed by a California newspaper which reported: "A new music service or phonograph device has been installed in Long Beach. After you place a coin in the chute of cabinet which looks like a regular public phonograph, you mention to the machine the selection you would like to hear. A feminine voice acknowledges your order and the piece starts playing. You may select by number or name from 250 titles listed on the cabinet, or any piece by name about 2,000 records. The music is piped from a central station. The system, under the name of Musicast, is covered by 13 patents. Long Beach has been the experimental station for eight months (prior to July, 1939)."

Ops' Financial Status, TV Rise

(Continued from page 98)

which may account for the bulk of the drop. New York sports fans are not in the habit of supporting losing teams in any sport. Other National Football League entries have not set definite tole policies for their home games. Most clubs in the other big league football circuit, the All American Conference, have indicated they will continue tele versions.

Boxing Pattern

Other sports which may have their video schedules cut are boxing and hockey. Pattern for important fights now seems to be to carry television to areas 200 or more miles away from the city where the contest is being held. For instance, the Charles-Walcott fight was seen in the East and most of the Middle West but not by Chicago viewers, altho the fight was held in Comiskey Park, Chicago. The recent middle-weight clash between Marcel Cerdan and Jake La Motta in Detroit went even further. There was no video or radio coverage of the match. In hockey, both the Chicago Blackhawks and New York Rangers are flirting with the idea of dropping tele.

While sports have been the original impetus for springing the popularity of video in tavern locations and for keeping people at their home sets, another form of music machine competition is arising in better non-sport telecasts. Since networks have spread to most areas in the country more big name artists have weighted tele offers and, by fall, there is a possibility that several of them will be regulars on television which will be added trouble for profitable music machine operation.

Peanut Report

WASHINGTON, July 9.—The decline in the consumption of edible peanuts continued in May, Agriculture Department reported. For the season thru the end of May consumption amounted to 370,000,000 pounds—15,000,000 pounds less than for the comparable period last year.

The peanuts used in salted confectionary showed an increase of some 4,000,000 pounds, their use in candy was off 16,000,000 pounds from the previous season.

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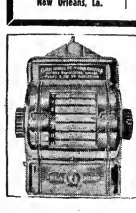
Wur. P12	Wur. 780E	616 Victory
Wur. 312	Wur. 780M	Seeburg 12
Wur. 412	Wur. 850	Rock-Ola 12
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5V4G	.56	6SC7	.66	83	.79
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ADVANCE RECORD RELEASES

POPULAR

(Continued from page 39)

Song of Surrender
M. Carson-H. Rene (Blame My) (78) V 25-3508; (45) 47-2950
Strange Animules
Johnson & Dean (Fiddle Dee Dee) London 457
Strictly Dance Music Album—V. Silvester Ork (4-10")
(78) Col C-183; (LP) CL 0056
By the Fireside
Close Your Eyes
Forty-Second Street
How Deep Is the Ocean
Jazz Me Blues
Say It Isn't So
You're the Cream in My Coffee
You've Got That Thing
Tell Me Why
E. Howard & Ork (Maybe It's) Mer 5314
That's My Weakness Now
R. Morgan & Ork (Laughing Trombone) Dec 24592
The Brooklyn Dodgers Jump
R. Branca-C. Furillo-Erv. Palica (Parts 1 & 2) Leslie 018
The Buffalo Nickel
E. Hawkins Ork (It's Divine) (78) V 20-3509; (45) 47-2051
The Bumpety Bus
Fontane Sisters-C. Green (Twenty-Four) (78) V 20-3504; (45) 47-2970
The Echo of Your Footsteps
J. Day (One Kiss) Vocalion 55016
The Four Winds and the Seven Seas
H. Babbitt & The Veltones (Maybe It's) Vocalion 55514
The Four Winds and the Seven Seas
R. Clooney (Lover's Gold) Harmony 1050
The Four Winds and the Seven Seas
D. Dennis-S. Black Ork (Give Me) London 457
The Hucklebuck
P. Bailey-Hot Lips Page (Baby, It's) Harmony 1540
The One Who Gets
T. Beneke-Moonlight Serenaders (Blues In) (78) V 20-3513; (45) 47-2089
The Story of the Lovebird
J. Nichols & B. Lee-The Keynotes-N. Temple Ork (Look at) London 480
The Trouble With Me Is You
Nat (King) Cole & the Trio (Who Do) Capitol 57-680
There's Yes! Yes! in Your Eyes
C. Foster & Ork (Room Full) Vocalion 55013
There's Yes! Yes! in Your Eyes
K. Starr (I Wish) Capitol 57-881
This Is the Last Time I'll Cry Over You
C. Lucas Ork (Parade of) King 15005
Twenty-Four Hours of Sunshine
Fontane Sisters-C. Green (The Bumpety) (78) V 25-3504; (45) 47-2570
Twenty-Four Hours of Sunshine
4 Hits and a Miss-The Veltones (Oh, You) Vocalion 55015
Twilight
A. Shelton-O. Mitchell Choir (I Got) London 458
Two of Irish
B. Whitlock (Scotch Hot) London 458
Two Little, New Little, Blue Little Eyes
G. MacRae-P. Weston Ork (Now! Now! Now!) Capitol 57-670
Washington and Lee Swing
A. Rey (Paddlin' Madolin') Cap 57-701
Wedding Bells
M. Shiner (Rainbow In) Vocalion 55017
When They Played the Polka
S. Kaye & Ork (It Looks) Harmony 1053
Who Do You Know In Heaven
Nat (King) Cole & the Trio (The Trouble) Capitol 57-550
Who Do You Know In Heaven
Ink Spots (You're Breaking) Dec 24693
Whispering Hope
J. Stafford-G. MacRae-P. Weston & Ork (A Thought) Cap 57-600
With Love
Arthur Lee Simpkins (Marie) Crystalette CR-804
Would It Be Surprising
J. Harris-Hi-Timers Ork (Don't You) High Time HT-114
You're Breaking My Heart
P. Brito (Room Full) Harmony 1051
You're Breaking My Heart
Ink Spots (Who Do) Dec 24603
You're Heartless
B. Brees-The Paulette Sisters-J. Leohy's Ork (Some Enchanted) Capri 2001

CLASSIC & SEMI-CLASSICAL

Bach: A Bach Program Album—Philadelphia Ork-E. Ormandy, Cond. (4-12")
(78) Col MM-545; (LP) ML 2068
Chorale-Prelude: Sleepers Awake
Jesu, Joy of Man's Desiring
Passacaglia and Fugue in C Minor (4 Parts)
Toccata and Fugue in D Minor (2 Parts)
Bach-Cailliet: Jesu, Joy of Man's Desiring—Philadelphia Ork-E. Ormandy, Cond. (Bach: Chorale-Prelude) (12")
Col 12058-D
Bach: Chorale-Prelude: Sleepers Awake—Philadelphia Ork-E. Ormandy, Cond. (Bach-Cailliet) (12")
Col 12008-D
Bach: Toccata and Fugue in D Minor—Philadelphia Ork-E. Ormandy, Dir. (Parts 1 & 2 (12")
Col 12987-D
Boccaccio (Excerpts Von Suppe)—R. Glawitsch, German Opera House Ork-W. Lutze, Cond. (Parts 1 & 2)
Cap-Telefunken 55-80109
Donizetti: Recitative and Aria of Linda—E. Sack, German Opera House Ork-W. Czernik, Cond.
(Puccini: They Call) Cap-Telefunken 59-85110
Dvorak: Symphony No. 5 in E Minor Op. 95 Album—L. Stokowski and His Symphony Ork (5-12")
DM 1248
Flotow: Martha-M'Appare Tutt' Amor—R. Tucker-E. Cooper, Cond. (Verdi: Riggoletto (12")
(78) Col 72828-D; (7") (LP) 3-259
Francais: Concertino for Piano and Orchestra—J. Francaix & Berlin Philharmonic Ork-L. Borchard, Cond. (Part 1 & 2)
Cap-Telefunken 89-80108
Franck: Symphony in D Minor Album—Concert Orchestra of Amsterdam-W. Mengelberg, Dir. (5-12")
Capitol-Telefunken EEL-8523
Glazunoy: Symphony in 4 EB, Op. 48 Album—Symphony Ork of Academy of Santa Cecilia, Rome-J. Rachmilevich, Cond. (3-12")
Capitol-Telefunken ECL-8027
Mozart: Sonatina in A Major—G. Piatigorsky, R. Berkowitz
(78) (12") Col 72827-D; (LP) 3-249
Music of Lecuona Album—The Robin Hood Dell Ork of Philadelphia-M. Gould, Dir. (2-10")
Col MX-318
Pfitzner: Preludes to Acts I, II, III (From Palestrina) Album—German Philharmonic Orchestra of Prague-J. Keilberth, Dir. (3-12")
Cap-Telefunken ECL-8525
Puccini: They Call Me "Mimi"—E. Sack, German Opera House Ork-W. Czernik, Cond.
(Donizetti: Recitative and) Cap-Telefunken 89-80110
Ravel: Bolero Album—Boston Symphony Ork-S. Koussevitsky, Con. (2-12")
V DM 1220
Reger: Serenade for Orchestra, Op. 95 Album—Concert Orchestra of Amsterdam-E. Jochum, Dir. (5-12")
Cap-Telefunken EEL-8028
Verdi: Rigoletto—1. La Donna E Mobile, 2. Questa O Quella—R. Tucker-E. Cooper, Cond.
(Verdi: Martha) (12") (78) Col 72820-D; (7") (LP) 3-258
Wagner: Prelude to Act III Die Meistersinger Von Nurnberg—Berlin Philharmonic Ork-E. Jochum, Cond. (Part 1 & 2)
Cap-Telefunken 89-80111
Wagner: Two Preludes From Lohengrin & Overture to Tannhauser Album—German Opera House Ork-E. Jochum, Dir. (3-12")
Cap-Telefunken ECL-8024

LATIN-AMERICAN

Agony
P. Prado Ork (Timba Timba) V 23-1301
Ay, Manito
Los Xey-M. R. Armengol Ork (Lisboa Antigua) V 23-1305
Ay, Que Verguenza Me Da
Trio Urquiza (Piensa Bien) V 23-1302
Bonita
D. Pablo Ork-L. Lopez (La Borrachita) Rondo R 177
Confesion
C. Dominquez (Flor De) V 23-1304
El Cuartito
Trio Culiacan (Ve Odio) V 23-1303
Feliz Cumpleanos
Cuarteto Manuel Jimenez (No Me) V 23-1305
Flor De Azalea
C. Dominiquez (Confesion) V 23-1304
La Borrachita
R. Cervantes-D. Pablo Ork (Bonita) Rondo R 177
Lisboa Antigua
Los Xey-M. R. Armengol Ork (Ay, Manito) V 23-1350
Miseria
M. L. Landin (Puro Engano) V 23-1300
Miseria
P. Vargas-J. Gutierrez Ork (Que Linda) V 23-1299
No Me Culpes
Cuarteto Manuel Jimenez (Feliz Cumpleanos) V 23-1355
Piensa Bien Lo Que Me Dices
Trio Urquiza (Ay, Que) V 23-1302
Puro Engano
M. L. Landin (Miseria) V 23-1300
Que Linda Eres
P. Vargas-J. Gutierrez Ork (Miseria) V 23-1299
Timba Timba
P. Prado Ork (Agony) V 23-1301
Ve Odio
Trio Culiacan (El Cuartito) V 23-1303

RELIGIOUS

I Ain't Got Time
J. & M. Carson (When God) Cap 57-40158
I Know That My Redeemer Lives
Herrington Sisters (Life's Railway) Mer 8252
In the Garden
St. Paul Baptist Church Choir of Los Angeles (I Will) Cap 57-70024
I Will Run, Run, Run to Jesus
St. Paul Baptist Church Choir of Los Angeles (In the) Cap 57-70024
Life's Railway to Heaven
Herrington Sisters (I Know) Mer 0202
Move Up a Little Higher
Original Gospel Harmonettes, M. Miller, E. Starks (Thirty Pieces) (78) V 22-0638; (45) 50-0022
Thirty Pieces of Silver
Original Gospel Harmonettes, V. Kolb, E. Starks (Move Up) (75) V 22-0035; (45) 50-0022
When God Dips His Love In My Heart
J. & M. Carson (I Ain't) Cap 57-40158

Juke Operators Sound Off; Stress Service as $ Factor

(Continued from page 98)

ing of new equipment in which event he tries to get an operator to take the account."

"Manufacturers or distributors selling direct to locations," a California operator commented, "or distributors operating unfairly, should be boycotted. Operators should be wary of buying with too easy terms. They make the mistake of overloading and finally going broke. Operators should try to operate fairly and treat other operator's locations as private property. If they want to stay in business they should respect the rights of other operators."

Music Is Good Biz

Arthur K. Strahan, Greenfield, Mass., operator, had something to add to the California comments. Strahan (operator's names are used in the survey report only where they have specifically approved the release of their name) wrote, "The music business is a good business. But there are too many fools in it who give away their profit, which is small enough, to the locations. I would rather pay less commission and give better service, better records, new equipment, etc. By this we all profit—the manufacturer, the distributor and the operator, all of which we need.

"And most importantly," Strahan continued, "the customer benefits. He, after all, is the one who buys and hears the music. If we keep trying to cram obsolete equipment and rotten music down the people's throat we will all be selling pencils soon. A little selling on the part of the operator (backed by service) would go a long way toward making the location realize that he benefits all around by giving the operator the needed extra break so he can in turn better his service to the patrons.

"The trouble is," Strahan concluded, "99 per cent of the operators and locations do not know what the word service really means."

Costs

On the question of costs—both of equipment and of records—many operators made pointed comments and suggestions. A few of them are reprinted here as representative of the total group:

"Record costs are still too high," said an Alabama operator. "The Columbia and MGM price drop was a great help and other record companies should follow suit."

"Music boxes are still too high in price," wrote an Indiana operator. "Also records are still too high. If an operator could buy music boxes at about $600 and records at 35 cents then I believe he could stay on top with music alone. But now pin games and other equipment are used to hold up music."

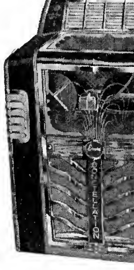
A Dallas operator who has been selling some form of coin-operated music since 1900, dropped in a word of caution about lower prices and what they mean to the business. Said this operator: "I would like to see machines stay at a fairly high price. The hardest time I ever had in the music business was when Rock-Ola had a machine that sold for less than $200. I would hate to see those times back again."

(The year to which the Dallas operator refers came at the end of prohibition and in the middle of the depression when Rock-Ola, Seeburg and Wurlitzer had models for under $200.)

BEAUTY IS MORE THAN SKIN DEEP with EVANS' 40 SELECTION

CONSTELLATION

Magnetic appeal for the eye, yes. And even more thrilling is the ear-captivating beauty of Evans' rich, high-fidelity Tone reproduction. Captures plenty of repeat play, naturally. Learn how much more stable your music business may become with Evans' 40-Selection Constellations. Visit your Evans Distributor or write direct to factory now.



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SEE OUR COIN MACHINE AD ON PAGE 113

Louisville Ops Hold Tournament

First Official Meet Draws Good Response; Set Up Own Org To Handle Promotions

National 49-ers Shuffleboards Used in Tourney Play-Offs

LOUISVILLE, July 9.—Coin machine operators, responsible for over 90 per cent of the shuffleboards on locations here, this week staged the first shuffleboard tournament in the State of Kentucky. One hundred taverns sent representatives to the meet. Held under the sponsorship of Shuffleboard, Inc., an organization formed by ops with Leo Chenault in charge, the play was conducted on the new National "49" boards. Setting up the pairings and acting as referee and floor director of the tournament was Sol Lipkin, national league and tournament representative.

To promote its first attempt at tournament play, Shuffleboard, Inc., charged a $1 admission fee, with the entire proceeds being donated to the Chuck Koney fund. This is one of the hottest drives ever conducted here, with the money going to Koney, an up and coming baseball star who several months ago lost a leg in an accident. Despite extremely hot weather, over 485 admissions were chalked up Tuesday (5) when the finals were played. In addition to the paid admissions, 525 contestants vied in the men's division, while 40 women participated in their own play-offs. Prize money (paid only to the winner and runner-up in the men's division) totaled $350, with the eight finalists, including the winner and second-place contestant, and their sponsors, receiving trophies.

Blind Players

Competing in the matches were Lem Hiatt and Sam McPherson, both blind. This match, also highly publicized here, drew much attention from the spectators and players alike.

For the finals, two 49-er National boards were set up in Columbia gymnasium by National's local distributor, National Shuffleboard Sales Company, of Louisville, under the direction of the firm's general manager, Herman Weist. These boards were used because over 175 are now on location in this city, and were used in most of the taverns which entered players in the tournament.

Winner and runners-up, in order of their standings, were Denny Baird, representing Schmitt's Liquor Bar; Ralph Spears, Grand Canyon Tavern; Bill Render, Craven's Tavern; Charles Ockerman, Club Ceder; Joe Peabody, Greenfield Inn; John Naiser, Nick's Tavern; Billy Walsh, Stutzenberger Inn, and John Mouser, Whirl-away Bar.

Baird, in winning the tournament, took first prize money of $250, while Spears won $100 for placing second.

Trippe Buys 48 Boards Used in Chi Tournament

ST. LOUIS, July 9.—Carl Trippe, St. Louis Shuffleboard Sales Company, who purchased the 48 boards used last month in the Four-States championship at the Chicago Coliseum, has placed all the boards in this area.

In addition to his coin machine activities, Trippe is also the owner of the Chain of Rocks amusement park here. He has opened a shuffleboard parlor at the park, using four of the tournament boards, complete with electric scorers, in the location. Trippe reported the play on the boards during the first week the parlor was open was continuous from opening until closing.

Two trailers were used to transport the 48 units directly from the Coliseum in Chicago to St. Louis. While some of them are on location in nearby communities the bulk of the championship boards have been placed in the city proper. One is now in use at the Elks Club here, the first time a shuffleboard has been placed in such a location locally.

Jersey Resort Spots Add Shuffleboards

WILDWOOD, N. J., July 9.—Spot check around this South Jersey resort reveals that at least four locations are featuring shuffleboards. Altho resort caters almost exclusively to visitors from Philadelphia, where the shuffleboard is virtually an unknown amusement device, all four locations report the game is being enthusiastically received by the vacationists.

Taking its place with the dart board and the television set at these locations, shuffleboard is advertised as an added attraction at the Fairview Cafe, Elmer's Cafe, the Oak Cafe, and at the Windsor Hotel Cafe, where proprietor P. Corazza has installed two shuffleboards.

Des Moines Council Okays New Licenses

DES MOINES, July 9.—The Des Moines City Council has adopted an ordinance setting up a license fee for shuffleboards.

The ordinance calls for a $5 fee for the first board in an establishment and $1 for each additional board.

United Intros Tampico; Unveil New Legal Skill Shuffle Game

CHICAGO, July 9.—Shuffle Skill, a new legal novelty skill game, with no awards or free plays, is now in production at United Manufacturing Company's headquarters here. Game, which has been approved and licensed in New York City, opens up many new types of locations because of its appeal to shuffleboard fans. Tested in a location alongside two shuffleboards, Shuffle Skill proved equally popular as the standard boards, with players waiting their turn on the boards playing Shuffle Skill to warm up.

Measuring 8 feet (length) by 2 feet (width), Shuffle Skill offers the player 15 shots for 5 cents. If he scores with each of the 15 shots, he continues to play until he misses, or until he has had 25 shots. Because of the nature of play, the 15 shots per game are quickly used up, yet the player feels he has had full measure for his nickel.

Featuring United's new drop coin chute, the Shuffle Skill game is easily handled, weighing less than 250 pounds. All servicing is done from the back box merely by removing the door.

Player uses a regular shuffleboard weight which he throws at a series of contacts lighting numbers from 1 to 7. After the series is lit, special skill shots, scoring 50,000, 150,000 and 500,000 points can be made. Scoring is automatic with a maximum of 3,900,000 points possible.

Included with the game are the following accessories: weights, simonize, and a supply of fast wax.

CHICAGO, July 9.—United Manufacturing is now making deliveries on its new five-ball novelty game, Tampico. Equipped with the firm's new drop coin chute, Tampico features include a new build-up scoring system on each ball, a high score of 8,999,000 and multiple ways to score replays.

Playfield includes four super rebound-bumpers, two of which are calculated at 50,000 points when lit, the other two scoring 100,000 points when lit. Four pockets, surrounding the top bumper, light the first letter in the game name, while rollover switches at either extremity of the playfield light the other letters. When P-I-C-O is lit, one replay is scored. A special rollover at the center bottom of the board scores a replay when lit, while two extra special pockets, one each located at either side of the lower playfield, chalk up 5 replays if contacted at the proper time. Ten additional rebound bumpers are placed along either side of the playfield, six of which score 5,000 points each when lit, while two others add 50,000 each to the score if contacted when lit.

Flippers are located at the bottom center of the board, just in front of the special rollover switch, thus allowing for a ball to be sent back to the top of the playfield for another complete run down.

Like previous United games, Tampico features step up player action, including the use of the new drop chute and automatic reset feature.

PUCK PATTER

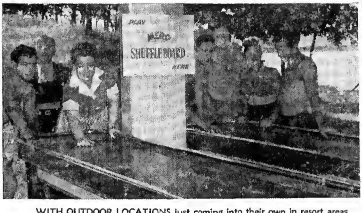
Chicago:

Julian Crum, Shuffleboard Specialists, reports on upswing in business despite the hot weather which is supposed to have a detrimental effect on the game. . . . **Charlie Gillard**, Nation-Wide, reports that the salon in Wheeling, W. Va., which houses eight of his boards is getting steady play. . . . **Mero's** new double-faced scoreboard operates for point or frame play, lists at $189.50. Among its features is a large capacity coin box.

L. Lewis, Mero Industries, is still in Tennessee supervising outdoor installations of the firm's all steel boards. **Frank Carroll**, office staffer, is enjoying a vacation. . . . **Fabio Zanoni**, Perma-Top plant manager, is back from a trip to the St. Louis branch office. **Jim Gulchard**, same firm, backs the claim set forth by **Dave Rockola** that board operators are expecting miracle returns on their investments. Both men agree that the boards bring in a better than average return compared with other types of businesses.

Herb Perkins, Purveyor, reports **Bill Tucker** is back in town after completing a trip thru Missouri and Southern Illinois. Bill, who attended the St. Louis shuffleboard conference, is co-chairman of the manufacturers' meeting which has been called in Chicago August 1 and 2, serving with **Clayton Nemeroff**, Monarch exec. Meanwhile, Perkins reports operator reaction to the firm's new board, Sportsman, continues to grow, and shipments are going out regularly from the firm's plant in Michigan.

(See Puck Patter on opposite page)



WITH OUTDOOR LOCATIONS just coming into their own in resort areas, operators thruout the country are now experimenting with shuffleboards in such spots as amusement parks, pools and beaches. The above two Mero Industries' all-steel boards were installed by a Chattanooga operator at the Chickamauga Dam (Tennessee) beach. L. Lewis, second from left, was sent by the Chicago manufacturer to help put over the beach boards. Co-operation of this type between manufacturer and operator, has frequently been an aid in making boards popular where the game has had little previous publicity.

Big Three

ST. LOUIS, July 9.—In referring to the "big three" in coverage of the St. Louis shuffleboard conference, American was inadvertently omitted. Members of the "big three," the firms which have been carrying the promotional ball to date, are National Shuffleboard, Rock-Ola and American.

PUCK PATTER

Chicago:

(Continued from opposite page)

Purveyor Shuffleboard has stepped up its production line for its lights and bowling pins. **Herb Perkins** says more and more locations are finding that boards which are properly lighted draw much better play than those where vision is obscured. Now Perkins says the bowling pins are helping to maintain play during the summer, also they probably will not be used as extensively this fall when league and tournament play resumes.

Manufacturers both here and in other sections of the country are looking forward to the August meeting of board producers here. Since a month will have elapsed from the time most of manufacturers had a session in St. Louis, the August meet is expected to uncover much new information on board makers getting together on certain points with both player and producer benefiting.

Sol Lipkin, National Shuffleboard, who so ably represented his firm in St. Louis, continued on to Louisville to look in on the tournament held in that city last week. Sol reports the Louisville tourney was run by operators and offered proof that coin machine operators can do much to help the shuffleboard cause. More than 90 per cent of the shuffleboards in Louisville are placed on location by operators, Lipkin said.

Art Weinand, Rock-Ola vice-president, back in town after a quick trip to Michigan on company business. **Ed Lake** represented the firm at the St. Louis meeting, and found the heat much worse than expected. Ed made the trip to St. Louis on short notice, and found the heat made catching up on rest next to impossible.

Charlie Gillard, Nation Wide Novelties, Inc., reports his firm has developed a new type shuffleboard which will be introduced to the field in a few weeks. Charlie promises the new board will offer many innovations in engineering, and says it should open up many new locations to the shuffleboard operator.

New York:

Paul Cosgrove, president of the Penn Shuffleboard Company, West Chester, Pa., is in Miami on business. The company reports no seasonal slack in operator demand for its Black Beauty model. . . . **T. C. Browne**, advertising manager of the National Shuffleboard Company, Orange, N. J., has returned from a two-week vacation spent in the Pocono Mountains of Pennsylvania. Tom, who never finds time for all the golf he wants during the work year, played every day of his vacation, coming in with a neat 87 for his best round.

Joe Donovan, National Shuffleboard's genial publicity director, recently visited the Junior Matrons' Association summer camp at Long Branch, N. J., a charitable camp for children that receives wide show business support, sparked by Sophie Tucker and **Ted Lewis**. Donovan says the National 49-er shuffleboard, donated by **Paul Kotler**, company head, is tops in popularity with the kids. The board, installed in the recreation room named for entertainer Lewis was presented to the camp by Kotler at the last Coin Machine Industries (CMI) show in Chicago. **Fred Pflueger**, Penn Shuffleboard Company executive, spent last weekend in Albany, N. Y., stopping over briefly in New York before returning to the company plant in West Chester, Pa.

Milwaukee Firm Moves; Changes Name to Jacobs

MILWAUKEE, July 9. — Trade name of United Coin Machine Company has been changed to Jacobs, Inc., and the firm has moved to 4227 W. Vliet Street, Harry Jacobs Jr., has announced.

Jacobs formed United Coin in 1935. As his operation grew, he gradually branched into the distributing field. Firm is now in distributing exclusively and handles the products of three manufacturers: United Manufacturing, games; Rudolph Wurlitzer Company, music machines, and Trans Vue, television receivers.

Since January, 1946, Jacobs' father, Harry Sr., has been a partner in the distributing concern. Prior to that the senior Jacobs had been a supervisor for an insurance company.

Altho the firm has already moved to its new quarters, final remodeling work is still going on. When this is completed in two weeks, Jacobs, Inc., will hold an open house for the trade. Location is in the center of Milwaukee and includes 3,500 square feet of floor space on one level plus storage area in the basement.

Los Angeles:

Jack Millspaugh, of Western Shuffleboard Company, is back from his Midwest trip. He is reported mulling the possibility of closing the Los Angeles office and handling all business out of headquarters in San Diego. **Mary Sims**, who has worked the local office, will return there. But first she's taking a much-needed vacation. . . . **Frank Butterfield**, of the E. T. Mape Company, is pushing the new Genco scoring unit which is moving well, he says.

Set Hearing On N. Orleans Bell Dispute

Involves City Officials

NEW ORLEANS, July 9.—A suit in which owners of 390 destroyed mint bells are seeking a judgment against Mayor DeLesseps A. Morrison of New Orleans, former superintendent of police A. A. Watters and five members of the police department will be aired here next week.

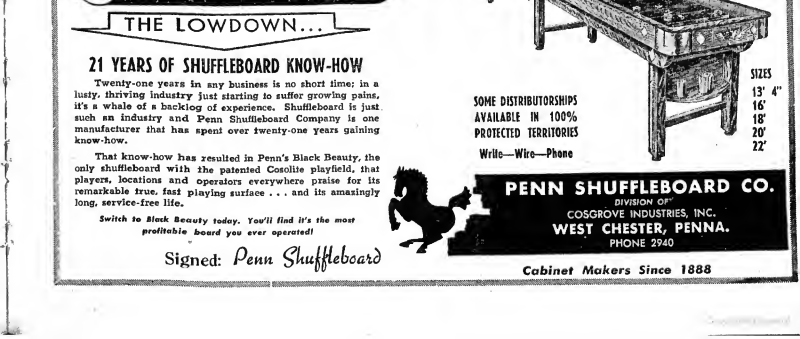
Watters admitted he had given orders for the destruction of 390 of 632 mint units seized from the Louisiana Mint Vending Company, New Orleans, on Thanksgiving Day, 1947.

Alfred G. Rickerfor and Phil Kastel, admitted owners of the Louisiana Mint Vending Company, were called to the witness stand this week in the New Orleans Civil District Court by Jacob Morrison, counsel for the New Orleans mayor and other defendants.

Plaintiffs ask $117,000, which they claim was the value of the machines destroyed by the New Orleans police on orders of Watters before a court order restraining destruction of the machines had been served.

Jacob Morrison, New Orleans attorney, who was assisted by Assistant City Attorneys James O'Neill and Jonda S. Derbes, contended that Rickerfor and Kastel had no rights to bring the suit.

Hugh M. Wilkinson Jr. and Robert S. Link Jr., New Orleans counsel for the plaintiffs, took the position that New Orleans police had no right to seize the machines, which were in storage.



HERE IT IS! MERO'S NEW DOUBLE FACED SCOREBOARD



★ OPERATES ON POINT SYSTEM
★ OPERATES ON FRAME SYSTEM
★ OPERATES ON POINT & FRAME COMBINATION
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Retail Price $189.50

Here is the last word in Shuffleboard Scoreboards. Working parts are simple, efficient and easy to get at. Smartly finished in maple and walnut trim with mirror face. LARGE ART COIN BOX.

MERO'S ALL STEEL SHUFFLEBOARD WITH STAINLESS STEEL TOP

Slicker-Faster than any other playing field!



Here, at last, is the answer to the operator's need for a shuffleboard that will withstand the abuse and take the beating of heavy play. Nothing can mar the beauty or playing qualities of the MERO ALL-STEEL SHUFFLEBOARD.

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MERO BUILDING
1332 W. 69TH ST., CHICAGO 36, ILL
Phone: Hudson 3-9400

New Portland Tax Program Hurts Coin Machine Owners

PORTLAND, Ore., July 9.—New revenue from games, music machines and venders is expected to play an important part in pulling this city out of serious financial plight. Thru ordinances effective July 1, virtually every type of business is taxed.

The new tax program was initiated by finance commissioner Ormand R. Bean, who expects $1,731,000 in additional revenue. The ordinances were passed by the city council despite heavy opposition and a suit to determine their legality is expected to be instituted by Peter Schwabe, attorney for the Portland Retail Trade Bureau. He plans to seek an injunction against the tax on retail sales on the ground the tax is discriminatory.

Under the tax program the following coin machine license fees are included:

Amusement machines-proprietors' license fees $1,000 annually plus $15 semi-annually per machine.

Cigarette vender operators—$100 plus $1 per machine annually.

Music machines—Class 1 operator, $100 plus $25 per machine annually; Class 2, $25 per machine; Class 3, $50 for operator plus $10 per machine.

Panoramic projectors or soundies—Class 1, $250 for operator plus $25 per unit annually; Class 2, $25 per machine.

Filling Station Stops Decline Slightly, Says Commerce Dept.

WASHINGTON, July 9. — Filling stations, which are rated as good locations for various types of vending machines, totaled 227,800 in the nation last year, Commerce Department reported last week. This is only 1,600 below the all-time peak of 229,400 in 1947.

Commerce Department's survey, covering a 10-year period, showed 226,500 filling stations in the nation in 1939. The figure climbed to 227,500 the following year but sagged to 224,800 in 1941 and dropped to 207,900 in 1942. The downward trend continued in 1943 when the total fell to a low of 180,100.

From that point, a pick-up has taken place in the filling-station business, with the total climbing at first by 1,500 in 1944 to 200,400 the following year and then to 220,800 in 1946. The business hit a record high in 1947, slumping only slightly last year.

Commerce Department is making no predictions, but statisticians feel that there is nothing to indicate a downward trend this year, and, if anything, the 1948 figure may be surpassed because of the relative ease with which cars can now be bought. The heavier flow of oil for civilian use, as compared with previous emergency years, is also an important factor.

Zacharias-Knoss Dissolve

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LOWEST PRICED! "Deluxe" QUALITY

MAHOGANY AND WALNUT TABLE, HARD MAPLE TOP



SAVE $150.00
24 hr. delivery

The only genuine mahogany and walnut hand-rubbed cabinets. Finest air and kiln dried, climatically sealed Maple Wood or Masonite tops at a price lower than ordinary shuffleboards of inferior wood and finishes. 100% top grade hard wood. Braced throughout with over 100 glue blocks. 16 to 22 ft.

Electric Scoreboards . . $125
Maple or Masonite tops 125
Used Shuffleboards . . . 195
Wax, Pucks, Scoresheets

SHUFFLEBOARD Specialists
1114 S. MICHIGAN AVE. • WE 9-3795-6-7 • CHICAGO 8, ILL.

PROVED THE FINEST EVERYWHERE!
MONARCH SHUFFLEBOARD EQUIPMENT
Excellent Set-Up for Distributors Available on Complete Monarch Line: Shuffleboards, Score Boards, Accessories. Write for Complete Information.
Monarch Shuffleboard Inc.
1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

ONE BALLS
VERY CLEAN—IN A-1 MECHANICAL CONDITION

BALLY CITATION	$285.00	BALLY JOCKEY SPECIAL	$140.00
BALLY GOLD CUPS	165.00	BALLY SPECIAL ENTRY	95.00

FIVE BALL FLIPPER GAMES:

BALLERINA	$ 75.00	SARATOGA	$110.00
BUCCANEER	85.00	THRILL	75.00
CINDERELLA	70.00	YANK	75.00
CATALINA	65.00	MONTEREY	65.00
CARIBBEAN	65.00	MOONGLOW	80.00
MELODY	60.00	MORROCCO	75.00

OLD KING COLE . . . $ 65.00
ROBIN HOOD 95.00
SALLY 85.00
TRINIDAD 70.00
WISCONSIN 75.00

Very clean, refinished, mechanically good. Rush your orders today. 1/3 deposit required.

CROWN NOVELTY CO., INC.
NICK CARBONAL, Manager
Phone, No. Canal 7137
920 HOWARD AVE. NEW ORLEANS, LA

$395.00—CHERRYLAND SHUFFLEBOARDS—$395.00
★ From Manufacturer to You ★
A DeLuxe Shuffleboard with all the Best Qualities known to Shuffleboard Manufacturing Plus a playing finish, with high grade lumber used throughout cabinet. A very attractive board at a very attractive price Overall length of board—22 ft
We Carry a Complete Line of Supplies
Distributors Wanted
CHERRYLAND SHUFFLEBOARD SALES CO., INC.
118 N. 5th Ave. Phone 518 or 6712 Sturgeon Bay, Wis.

FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE



MIRACLE DRUGS CANNOT CURE THIS SICKNESS

We only wish there *were* a miraculous drug to stop a man from worrying.

Hundreds of thousands would buy it, because constant worry over money literally makes sufferers *sick!*

It's a sickness, however, that miracle drugs cannot cure.

Yet... something 'way short of a miracle can!

That's saving! Saving money... the surest, wisest way. With U. S. Savings Bonds.

All you do—if you're on payroll—is join your company's Payroll Savings Plan. Or, if you're in business or a profession, enroll in the Bond-A-Month Plan at your local bank.

You'll be pleased to see those savings grow. Ten years from now, when your Bonds reach maturity, you'll get back $40 for every $30 you invested!

Is it peace of mind you want?

Start buying Bonds today!

AUTOMATIC SAVING

IS SURE SAVING—

U.S. SAVINGS BONDS

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.

SHUFFLEBOARD LIQUID WAX CLEANER

E-E-E-Z ON . . . E-E-E-Z OFF!

ONE APPLICATION WILL LAST FOR A MONTH OR LONGER!

MADE FROM THE FINEST IMPORTED "CARNAUBA" WAX BASE

E-Zon SILKKOTE: Provides an easy method of renewing the finish of your equipment as beautiful as new. E-Zon SILKKOTE is non-inflammable. There are no harmful ingredients in E-Zon SILKKOTE. It is made with Carnauba Wax which provides a hard finish and a prime cutting and cleaner. NO RUBBING NECESSARY TO WASH EQUIPMENT BEFORE USING E-Zon SILKKOTE!

1. Apply with a soft cloth.
2. When dry (after 60 seconds) wipe out the finish with a clean soft cloth.
3. It is not necessary to wipe E-Zon SILKKOTE in any particular direction to obtain best results.

E-Zon SILKKOTE Shuffle-Board Finish will extend the life of your equipment many times! NO SLIPPING IS NEEDED — THE CARNAUBA WAX BASE ALLOWS FREE AND EASY GLIDING ACTION OF THE PUCK!



One can is sufficient for twenty 22-foot SHUFFLE-BOARDS. Good for MASONITE, MAPLE, FORMICA and METAL Tops.

JOBBERS: WRITE FOR QUANTITY DISCOUNTS

98¢ PER 16 OZ. CAN

$12.50 PER CASE Packed 24 to a Case

Empire Coin MACHINE EXCHANGE

1012 MILWAUKEE AVENUE CHICAGO, ILLINOIS

ATTENTION

MANUFACTURERS OF SHUFFLEBOARDS

A VITALLY IMPORTANT MEETING of all Shuffleboard Manufacturers has been called August 1 and 2 for discussion of plans presented by the Table Shuffleboard Association of America for the formation of a national shuffleboard association whose prime purpose will be to foster, promote and regulate league and tournament play. This meeting will be held at the

HOTEL SHERMAN
Chicago
Monday, August 1, 1949

Regardless of whether you were present at the conference in St. Louis, you are urged to attend. Only certified representatives of manufacturing firms will be admitted to these sessions. Please signify by mailing your letter of certification to:

CLAYTON NEMEROFF

Monarch Shuffleboard Co.

1545 N. FAIRFIELD AVE. CHICAGO 22, ILL.

MAKE YOUR RESERVATION TODAY!

HERE IT IS! MERO'S NEW DOUBLE FACED SCOREBOARD



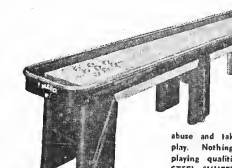
★ OPERATES ON POINT SYSTEM
★ OPERATES ON FRAME SYSTEM
★ OPERATES ON POINT & FRAME COMBINATION ★

Retail Price $189.50

Here is the last word in Shuffleboard Scoreboards. Working parts are simple, efficient and easy to get at. Smartly Finished in maple and walnut trim with mirror face. LARGE AUT COIN BOX.

MERO'S ALL STEEL SHUFFLEBOARD WITH STAINLESS STEEL TOP

Slicker-Faster than any other playing field!



Here, at last, is the answer to the operator's need for a shuffleboard that will withstand the abuse and take the beating of heavy play. Nothing can mar the beauty or playing qualities of the MERO ALL-STEEL SHUFFLEBOARD.

MERO INDUSTRIES
MERO BUILDING
1332 W. 69TH ST., CHICAGO 36, ILL
Phone: HUdson 3-9400

New Portland Tax Program Hurts Coin Machine Owners

PORTLAND, Ore., July 9.—New revenue from games, music machines and venders is expected to play an important part in pulling this city out of serious financial plight. Thru ordinances effective July 1, virtually every type of business is taxed.

The new tax program was initiated by finance commissioner Ormand R. Bean, who expects $1,131,000 in additional revenue. The ordinances were passed by the city council despite heavy opposition and a suit to determine their legality is expected to be instituted by Peter Schwabe, attorney for the Portland Retail Trade Bureau. He plans to seek an injunction against the tax on retail sales on the ground the tax is discriminatory.

Under the tax program the following coin machine license fees are included:

Amusement machines-proprietors' license fees $1,000 annually plus $15 semi-annually per machine.

Cigarette vender operators—$100 plus $1 per machine annually.

Music machines—Class 1 operator, $100 plus $25 per machine annually; Class 2, $25 per machine; Class 3, $50 for operator plus $10 per machine.

Panoramic projectors or soundies—Class 1, $250 for operator plus $25 per unit annually; Class 2, $25 per machine.

Filling Station Stops Decline Slightly, Says Commerce Dept.

WASHINGTON, July 9. — Filling stations, which are rated as good locations for various types of vending machines, totaled 227,800 in the nation last year, Commerce Department reported last week. This is only 1,600 below the all-time peak of 229,400 in 1947.

Commerce Department's survey, covering a 10-year period, showed 226,500 filling stations in the nation in 1939. The figure climbed to 227,300 the following year but sagged to 224,800 in 1941 and dropped to 207,900 in 1942. The downward trend continued in 1943 when the total fell to a low of 190,100.

From that point, a pick-up has taken place in the filling-station business, with the total climbing at first by 1,500 in 1944 to 200,400 the following year and then to 230,800 in 1946. The business hit a record high in 1947, slumping only slightly last year.

Commerce Department is making no predictions, but statisticians feel that there is nothing to indicate a downward trend this year, and, if anything, the 1948 figure may be surpassed because of the relative ease with which cars can now be bought. The heavier flow of oil for civilian use, as compared with previous emergency years, is also an important factor.

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SAVE $150.00 24 hr. delivery

The only genuine mahogany and walnut hand-rubbed cabinets. Finest ale and kiln dried, climatically sealed Maple Wood or Masonite tops at a price lower than ordinary shuffleboards of inferior wood and finishes. 100% top grade hard wood. Braced throughout with over 100 glue blocks. 16 to 22 ft.

Electric Scoreboards . . . $125
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SARATOGA $110.00
THRILL 75.00
YANK 75.00
MONTERREY 65.00
MOONGLOW 80.00
MORROCCO 75.00
OLO KING COLE .... $ 65.00
ROBIN HOOD 95.00
SALLY 85.00
TRINIDAD 70.00
WISCONSIN 75.00

Very clean, refinished, mechanically good. Rush your orders today. 1/3 deposit required.

CROWN NOVELTY CO., INC.
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PROVED THE FINEST EVERYWHERE!
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Excellent Set-Up for Distributors Available on Complete Monarch Line: Shuffleboards, Score Boards, Accessories. Write for Complete Information.
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$395.00—CHERRYLAND SHUFFLEBOARDS—$395.00
★ From Manufacturer to You ★
A DeLuxe Shuffleboard with all the Deal qualities known to Shuffleboard Manufacturing. Mahogany playing finish, with high grade lumber used throughout cabinet. A very attractive board at a very attractive price. Overall length of board—22 ft.
We Carry a Complete Line of Supplies
Write for Prices
CHERRYLAND SHUFFLEBOARD SALES CO. E. Sturgeon Bay, Wis.
418 N. 3d Ave. Phone 810 or 3712

FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

COINMEN YOU KNOW

New York:

Frank DuGrenier and **Blanche Bouchard, Arthur H. DuGrenier** executives, and other DuGrenier employees, are back on the job; the firm's Haverhill, Mass., plant has reopened following a 10-day vacation closing. DuGrenier is one of the many coin machine firms in this area that have adopted the all-at-once vacation plan.

Despite the holiday week, numerous out-of-town coinmen were 10th Avenue shoppers, including **Stanley Sears**, Tarrytown, N. Y., music and game operator, and **Harry Jacobowitz**, Coney Island Arcade owner.

The servicemen and mechanics' strike against the **Statler Vending Machine Company**, of New York, operators of Bisquit machines, entered its third week. The company has taken precautionary measures against any attempted violence.

Ted (Champ) Seidel, a fixture on the avenue as he once was in the ring, recently transferred his sales ability to Runyon Sales. He says they're moving Chicago Coin's Bango as fast as they get them in. . . . **Perry Wachtel**, DePerri Advertising, is of the industry's better golfers and certainly its most enthusiastic follower; every day free, he's up and off to play his favorite Westchester course at 5 a.m.

(See New York on page 108)

Cincinnati:

Simon Rissover, who operates the Midwest Automatic Music Company, has joined the Automatic Phonograph Owners' Association (APOA). The association will hold its regular monthly meeting Tuesday (12) at the Hotel Gibson. At the meeting the application for membership received from **Abe Villinsky** will be considered. Villinsky was a member of APOA, but resigned when he left the business.

William Fitzpatrick has purchased the music route operated by **Morris Kleinman**. Fitzpatrick took over Kleinman's operation July 1.

Atlantic City:

The resort's Mercantile Tax Office reported that there are 20 coin-operated Pokerino machine places on the Boardwalk paying an annual license fee of $500 each, and seven "skill" machine games licensed at $3,000 each. . . . **Toomey Vending Company** added the newly opened Airport Inn to its list of cigarette machine locations. . . . **Herbie Goldsmith** entered the ranks of vending machine operators with a route of popcorn vending machines.

At near-by Wildwood, a new local ordinance specifies an 11 p.m. curfew Saturday nights for the playing of juke boxes. Proprietors of luncheonettes and of other establishments with coin-operated music have been notified. . . . At Ocean City, the city fathers bought a juke box for Convention Hall to give the young people free dance music every night of the week excepting Sundays.

METAL TYPER MACHINES
PARTS AND SUPPLIES



FINEST ALUMINUM DISCS
Plain or Colored
BUY DIRECT
FROM THE MANUFACTURER

STANDARD SCALE CO.
1609 Delmar Blvd., St. Louis 3, Mo.

Chicago:

Altho most game plants in the area were closed for group vacations, emergency service was available at all factories due to the presence of emergency crews. . . . **Norman Davis**, secretary and public relations director for Underwriters' Laboratories, is back from three weeks of road-work for the firm. Bottle venders and music machines are among the products now being tested at Underwriters' Chicago headquarters. Firm has laboratories in New York and San Francisco.

O. D. Jennings' sales manager, **John Neise**, returned to his office last week after a two weeks' journey with the encouraging news that bell business continues at a brisk pace. . . . **Gil Kitt**, Empire Coin, claims the Acorn bulk vender is drawing steady response from operators. **Howie Freer**, Kitt's right-hand man, says Empire's offices and showrooms remained cool even when the temperature outside was hovering around the 100 mark this week.

(See Chicago on page 109)

Los Angeles:

C. A. Robinson, C. A. Robinson Company, is currently on a business trip to Nevada. While he's gone the local office is being handled by **Al Beetleman**. . . . **Al Anderson** came to town to look over some new equipment. He operates in the Shafter area. . . . Another recent visitor was **Edwin Gaffko**, Colton operator.

Homer Gillespie, who manufactures arcade equipment, is reported to be recovering from his recent illness. His Penny Pitch is going well which should cheer him up. . . . **Ed McChessney** made a trip from Las Vegas to check on some new games. . . . **E. E. Simmons** was down from Paso Robles.

(See Los Angeles on page 108)

Hartford, Conn.:

Albert Latauska, Hartford branch manager for Capitol Records, Inc., has been on a combination business and pleasure trip in the Middle West. He is due back in Hartford around August 16. **Peggy Lee**, Capitol Records recording star, is slated to headline the opening show of the vaudeville season at the 4,000-seat State Theater here the week-end of August 19. Latauska is to aid **Ted Harris**, the theater's managing director, in advance promotion.

Mrs. Doris Pronovost, manager of the Record Shops, downtown Hartford retail record stores owned by Ralph Collucci, of State Music Distributing Corporation and Seaboard Distributors, Inc., of Hartford, is back from a Midwestern trip.

Philip Eisenberg, of Willimantic, Conn., has been given permission by the Board of Ocean Beach Park, city-owned park at near-by New London, Conn., to install automatic shoeshine machines in the bathhouse area of the park for one year. The Beach will receive 30 per cent of the gross receipts.

(See Hartford, Conn., on page 108)

Vital Statistics

Birth

A daughter, Patti Rae, July 1 to Mr. and Mrs. Mike Imig, Yankton, S. D. Father operates Mike's Music Service and is president of the South Dakota Phonograph Association. The Imigs have three other daughters.

Mr. and Mrs. J. Cameron Gordon, West Hartford, Conn., a daughter born July 4. Gordon is Eastern district manager of the J. P. Seeburg Corporation.

Philadelphia:

James E. Kendig, president of Eastern Engineering & Sales Company, which manufactures the Kenro ice cream vending machine, takes time out for a Southern New Jersey seashore vacation. . . . Representatives of Alexander "The Great" Beverages, New York City firm, calling on the drink vending operators in the interests of a chocolate flavored milk drink in 6 and 10-ounce cans. . . . **Jack Beresin**, head of the Berlo Vending Company, was named to the board of directors of the newly incorporated Police Athletic League founded by Judge **Harry S. McDevitt** to help promote youth sports activities.

(See Philadelphia on page 108)

Washington:

The **Coca-Cola Bottling Company**, of Washington, is replacing many of its water-cooled venders with refrigerated units manufactured by the Vendo Company, of Kansas City, Mo. Herndon's Sunoco Station in Bethesda, which recently received one of the new models, reports satisfactory service.

The **G. B. Macke Corporation** trucks are currently bearing a placard reading, "Our promise—quality merchandise from attractive, dependable vending machines."

The United States Television Corporation is planning to put coin-operated video in bars and restaurants in the D. C. area. To eliminate a heavy down payment, for the sets, proprietors drop $3 in quarters in the chute each day. If a manager fails to pay up one day, the set will not operate. Nor will it go on again until he makes up the deficit.

Indianapolis:

Due to the intense heat, the scheduled monthly meeting of the Music Operators of Indiana, Chapter 1, was postponed until the weather moderates. . . . **Mr. and Mrs. Peter Stone**, Indiana Automatic Sales Company, left for parts unknown to spend their vacation. They will return August 1. . . . **James Vize**, serviceman at Indiana Automatic Sales Company, and his family are spending their vacation in Brown County, Indiana. . . . **Joe Robillard**, of the Record Music Company, is in Wisconsin on business. . . . **Leo Weinberger**, manager of the Southern Automatic Music Company, Louisville, was a business visitor at the local branch of the company.

(See Indianapolis on page 109)

St. Louis:

Walter Gummershelmer, Ideal Distributors, getting his feet back on the ground after the shuffleboard conference. Walter expects to have a new ice cream bar vender on hand shortly and says it's just what the business has been looking for from a production as well as a price angle. Walter held open house for conference visitors at his headquarters, with guests spending their time playing the new Purveyor Sportsman board which **Bill Tucker** set up while attending the confab.

Martin Galenseifer, head of Martin's Acceptance Company, recently played host to **Paul Kotler**, president of National Shuffleboard, when the latter spent a day in town. Galenseifer also hosted shuffleboard operators at the Melbourn Hotel. The party was voted a success by all those in attendance.

The St. Louis heat drove **Lou Morris** and **Ben Axelrod**, distributors, North for short vacations. . . . **Lou Ritter**, representative for American Shuffleboard, stayed in town to attend the conference sessions and to visit with **William Raab**, American sales manager. . . . **John Schanzle**, local operator, has formed the J. C. S. Sales Company and will distribute shuffleboard supplies.

(See St. Louis on page 109)

finest
RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Pin Games with so-called "Close-Outs" or "As Is" Games. Every Machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

TROPICANA w/f	$ 39.50
MAJOR LEAGUE	49.50
CATALINA	59.50
TRINIDAD	69.50
CINDERELLA	84.50
TRADE WINDS	59.50
SALLY	114.50
SCREWBALL	114.50
TEMPTATION	129.50
EVANS TEN STRIKE, 1947	$ 89.50
SEEBURG PARACHUTE RAY GUNS	39.50

⅓ Deposit With Order, Balance C. O. D.

Scott-Crosse Co.
1423 Spring Garden Street
Philadelphia, Pennsylvania
Rittenhouse 6-7712

SHOOT THE BEAR RAY GUN
Completely reconditioned and repainted. Money-back guarantee. Terms: ⅓ deposit with order.
Now at New Low Price $109.50

SPECIAL

Mutoscope Photometic	$225.00
Keeney Submarine	69.50
Keeney Navy Bomber	89.50
Seeburg Shoot-the-Chutes	89.50
Bally Rapid Fire	69.50

SEEBURG RAY GUN
Amplifiers. Motors. Rifles Repaired. Complete Stock of Seeburg Ray Gun Parts.
Write for List

Coinex
CORPORATION
1346 Roscoe Street Chicago 13, Ill.
GRaceland 2-0317

RECONDITIONED SLOT MACHINES

25¢ Jennings Super DeLuxe Chief	$150
5¢ Jennings Super DeLuxe Chief	135
5¢ & 10¢ Mills Golden Falls	135
5¢ & 10¢ Mills Bonus	110
5¢ & 10¢ Jennings Standard Chief	110
25¢ Watling Rol-a-Top (Criss Cross)	100
5¢ Jennings Bronze Chief	100
25¢ Pace Chrome Bell	100.
5¢ & 25¢ Pace DeLuxe Comets	85
Groetchen Gold Chrome Columbia	75
5¢ & 10¢ Jennings 4-Star Chief	75
5¢ Mills Q. T.	65
5¢, 10¢ & 25¢ Jennings Silver Moon Chief	60
5¢ Jennings Victory Chief	50
5¢ Jennings Silver Chief	50
5¢ Mills Vest Pocket	40
5¢ Pace All Star Comet	50
5¢ Small Columbia	50
10¢ Buckley Jack Pot Safe	55

1/3 Deposit, Balance C. O. D.

INTERSTATE COIN MACHINE CO., INC.
1883 Columbus Ave. Springfield, Mass.



MILLS BELLS!
We have all Mills latest Bells in stock.
FRIEDMAN AMUSEMENT COMPANY
441 Edgewood Ave. S. E., Atlanta, Ga.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

THE MIGHTY SENSATIONAL NEW COUNTER GAME . . .

ATOM 10c Play



WRITE FOR PRICES

SMALL AS A MITE . . . PROFITS BIG AS A GIANT!

Cigarette Sales Booster. Line up 3 of a kind win a carton of cigarettes. The best money-maker you've ever had. Don't take our word for it—try it yourself.

- Available in 1¢ or combination 1-5.
- Cigarette or Fruit Reels. Weight: 6 lbs
- Size: 5½"x5½"x6".

GROETCHEN TOOL & MFG. CO.
126 N. Union Ave. CHICAGO 6. ILL.
Phone: RAndolph 6-2807

SPECIAL SALE!!!

All machines reconditioned and ready for operation

ROLLDOWNS

12 Advence Rolls	$49.50 each
2 Esse Stars	24.50 each
3 Tetel Rolls	29.50 each
1 Telly Roll	24.50
10 Willlams Box Scores	95.00 each
1 Chicago Coins Rolldown	24.50

PIN TABLES

3 Whizz with Stends	$12.50 each
2 Nevedas	39.50 each
2 Rio	15.00 each
1 Oeld Bell	25.00
1 Beffle Cerd	20.00
1 Mystery (with Flippers)	20.00
2 Super Scores (with Flippers)	20.00 each
1 Crossfire (with Flippers)	20.00
1 Williems Cyclone	20.00
1 Exhibit Venities (Flippers)	20.00
3 Flying Trepeze	20.00 each
2 Kilroys	25.00 each
1 Smerty	15.00

1/3 deposit with ell orders. Open evenings

GLOBE AMUSEMENT CO.
840 N. Clinton Ave., Rochester, New York
GLenwood 5918

10 Pelly Hy-Rolls, 1 Bing-e-Roll, 5 5¢ Mills Club Bells, 3 10¢ Mills Club Bells, 2 25¢ Mills Club Bells, 2 Photo-While-U Welt Booths, equipped with 2 Cameres each, one with Enlerger Ready for location. Highest bid tekes one or ell. Will trede eny of above equipment for Gottlieb Pay Out Deily Reces, 1948 Jockey Specials, Gold Cups end lete Phonogrephs.

STANLEY AMUSEMENT CO.
5225 So. Tecoma Wey Tecome, Wesh.
Tel.: Hillside 5118

Calendar for Coinmen

July 12 and 16—Amusement Machine Association of Philadelphia (AMAP), regular meetings twice a month, Broadwood Hotel, Philadelphia.

July 26-28—National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.

July 27—Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit.

August 1—Amusement Machine Operators of Greater Baltimore (AMOGB), monthly meeting, 2441 N. Charles Street, Baltimore.

August 1-2—Shuffleboard manufacturers meeting, Hotel Sherman, Chicago.

August 9—Music Operators Association, Inc. (MOA), Chapter 1, monthly meeting, Indianapolis Athletic Club, Indianapolis.

(Association officials are invited to submit convention and scheduled meeting information to the Coin Machine Editor, *The Billboard*, 188 W. Randolph Street, Chicago 1, for listing in this calendar.)

Philadelphia:

(Continued from page 107)

John A. Forman, regional manager for Cole Products, manufacturing carbonated beverage dispensing machines, reported the hot weather spell has resulted in a land-office business. . . . At near-by Harrisburg, Pa., **Bill Whyte**, manager of the Star Theater, enlarged the outer lobby concession corner with its coin-operated vending machines to include an entrance from the sidewalk and thus attract added sales. . . . Also in Harrisburg, **Sam Gilman**, manager of Loew's Regent Theater, has installed popcorn and ice cream machines for the first time.

The July Fourth week-end saw many candy and soft drink machines operators cashing in on the holiday at their movie theater concessions by providing tasteful flag displays for their machines. . . . Berlo Vending Company has been given the concessions at the new Family Drive-In Theater opened outside the city along the Baltimore Pike at Clifton Heights, Pa.

Hartford, Conn.:

(Continued from page 107)

Ralph Colucci, owner of State Music Distributing Corporation, Hartford coin machine distributors, and **Isadore Goldman**, general manager of the corporation, recently hosted Goldman's mother-in-law, **Mrs. Ida Marks**, of Hartford, on her 90th birthday, with a special party at a Hartford restaurant.

New York:

(Continued from page 107)

Joe Ash, Active Amusement, Philadelphia, is rapidly becoming an avid, if not expert, golfer. . . . **Ed Barnett**, Cameo Vending Service, has gone all out on a professional window-dressing job featuring the Silver King products that Cameo distributes in this area. The animated display is getting a lot of attention and favorable comment. . . . **Mr. and Mrs. Lester Klein** entertained a group of 55 friends at the Klein home recently at a party announcing the engagement of their daughter. Klein is associated with **Blendow & Meyers**.

Eddie Kassof, long associated with Dave Lowy & Company as service manager, has been upped to the sales manager post, according to **Dave Lowy**, who heads the company. Lowy also reports considerable operator interest in the Keeney electric cigarette vending machine that his firm recently took over for distribution in the New York area. . . . **Sid Rubenstein**, Pioneer Vending Service, Brooklyn, says business is holding up well despite the record heat wave and drought. . . . And speaking of the prolonged heat, it's had 10th Avenue—not noted for cool breezes—literally dragging, but it's had shore and resort operators walking on air, enjoying, according to many of them, a season rivaling wartime highs.

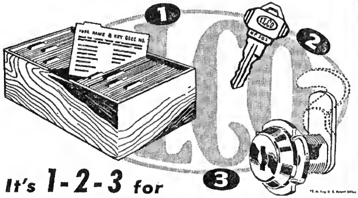
Joe Kalishman, a 10th Avenue visitor, reports peak business at his Union City, N. J., firm, U-Need-A Parts & Service. He is especially pleased with the operators' acceptance of the company's recently introduced, specially packed handkerchief, designed to vend thru any standard cigarette machine column. . . . **Nat Cohn**, who formerly headed the now dissolved firm, Modern Music, was in town from Phoenix, Ariz., his present home, for an indefinite stay. Many coinmen have sent their youngsters to summer camp, among them **Al Meyers**, resort arcade operator and partner in the Blendow & Meyers Distributing Company, whose daughter, Marlene, left last week for camp in Maine.

Los Angeles:

(Continued from page 107)

Dick Barker has been added to the staff as assistant to **Mary Solle** at Leuenhagen's Record Bar. **Bill Leuenhagen** is expanding this branch of his coin machine business by installing new record shelves to make it easier for visiting operators to pick out the platters they want. Incidentally, Leuenhagen is now handling the coin-operated pool table put out by Edelco Manufacturing Company, Detroit.

Bill Olson was in from Terminal Island. . . . Ditto for **Perry Irwin**, Ventura coinman. . . . **Clyde Truss** made one of his frequent visits from Oceanside. . . . **Edward Maloney**, who operates an arcade at Santa Cruz, was in town. . . . Another visitor was **Bill Bradley**, Covina operator. . . . **J. W. Dyer**, local operator was seen on Pico Street, looking over some new games.



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AMI Model A, Like New	529.00
Seeburg '48 R. C.	485.00
Seeburg '47 R. C.	395.00
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WILLIAMS STAR SERIES	Write
UNITED'S 10TH INNING with Stend	$105.00
BALLY HEAVY HITTER, only	75.00

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WILLIAMS ALL STARS	$175.00
WESTERN DELUXE	100.00
WESTERN	75.00
ROCK-OLA WORLD SERIES	100.00
BATTING PRACTICE, scientific	89.50
BASEBALL & BASKETBALL UP-RIGHT, Scientific	75.00
BASKETBALL, Belly	100.00
BASKETBALL, Peo—2 Players	65.00

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25¢ Bloe or Brown Fronts	85.00
5¢ Black Cherrys	125.00
10¢ Black Cherrys	130.00
25¢ Black Cherrys	135.00
5¢ Jewel Bells—Like New	165.00
25¢ Jewel Bells—Like New	175.00
50¢ Jewel Bell—Rebuilt	245.00
50¢ Pace	195.00
25¢ Bonus Bells	95.00
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5¢ New Veel Pockets	69.50
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$125.00
With new personal viewing front
$145.00
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Ten Strike	24.50
Seeburg Ray Guns converted to Kilroy and Bartender and Target	$44.50 each
Genco Bank Roll Skee Alley, 12 ft.	525.00
Exhibit Dale Guns	199.50

OLSHEIN DIST. CO.
1300 Broadway Albany 4, N. Y.

Chicago:

(Continued from page 107)

Mel Binks and Bill Ryan, who make up Universal Industries' high command, are completely sold on the potential of the one-ball field based on the reception given their initial entry, Photo-Finish. Because of large repeat orders on the game, Universal has revised its production schedule upward and added line workers. . . . Midge Ryan, Bello-Matic, now wife enjoying top vacation Western style. Meanwhile President Vince Shay reports the rest of the staff is seekin' ways to hike Duplex Production.

United Manufacturing played host to several of its distributors last week, displaying its new games, Tampico, and the legal skill game, Shuffle Skill. Meeting with Ed Durant, Herb Oettinger and Billy DeSelm were Hymie Zorinsky, H. J. Vending, Omaha, and his son, Howard; Norve. Vending, Central Distributing, St. Louis, and Harry Jacobs Sr. and Jr., of United Distributing, Milwaukee. Ray Riehl, assistant to DeSelm, is still on his

St. Louis:

(Continued from page 107)

Carl Trippe, whose headquarters were also the scene of an open house party during the conference, took many of the visitors out to his amusement park, Chain of Rocks, for an evening's fun. Carl even provided tickets for all the rides, then showed his new shuffleboard arcade which he recently opened as an added feature of the park. Lee Wheeling, who runs Trippe's route, was so busy running the conference he couldn't spend much time at the office.

Southern jaunt. He visited Dick Farr and Smokey Williams in Jackson, Miss., last week on his way to New Orleans.

NEW YORK, July 9.—Alberta Vending Service Corporation here has been chartered with the secretary of State to deal in automatic vending machines. Albert Palladini heads the firm, which has 250 shares of stock at $200 par value.

Sutton Distrib In New Quarters

CHICAGO, July 9.—Illinois Simplex Distributing Company has changed its name to Sutton Distributing Company, and has moved from its Wabash Avenue offices to new quarters at 3939-41 West Madison Street. Gordon Sutton, who heads the firm, said liquidation of the Illinois and Indiana Simplex Distributing companies would be continued from the firm's new headquarters.

Sutton Distributing handles Revco cup vendors, shuffleboards, new and used phonographs, coin - operated games and Arcade equipment.

Indianapolis:

(Continued from page 107)

James Riley, long connected with the coin-operated phonograph industry, has organized his own company with headquarters at 1440 North Illinois Street here. The new concern will operate as the Riley Music Company. . . . Chet Gaines, in service department at Indiana Automatic Sales Company, and his family returned from their vacation in Southern Indiana. . . . Abe Fleig, accompanied by his wife, spent several days in Chicago, visiting the air show, with their son who was there from Washington. He is a member of the U. S. Air Force Band, and participated in the show. In recent weeks operators report income from music machines has dropped at least one-third. Some operators say the drop is much more. They claim competition is television, especially sets in taverns. However, there is also a tendency on the part of patrons to cut down on luxury spending.

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USED GAMES
Summer Specials

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STORMY	44.50
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MAGIC	99.50
TEMPTATION	99.50
MOROCCO	99.50
RAMONA	129.50
SHOWBOAT	129.50
AQUACADE	169.50

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SLOT SAFES

Jennings Bronze Chief, 5¢, 10¢. Ea. $	75.00
10¢ Chief	65.00
25¢ Jennings Club Special	85.00
25¢ Jennings Victory Chief	60.00
10¢ Mills Black Cherry	100.00
Watling Rolatop, 5¢, 10¢, 25¢, Ea...	50.00
25¢ Columbia D. J. DeLuxe	75.00
Buckley Criss Cross, 5¢, 10¢, 25¢ Ea.	100.00
5¢ Mills O.T.	50.00
Jennings Club Special Consoles, 5¢, 10¢, 25¢ Ea.	75.00
Pace Royal Comet Consoles, 5¢, 10¢, 25¢ Ea.	75.00
25¢ Mills Club Royale Console	75.00
New Jennings: Single, Double and Triple Revelo-a-Record	

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ALL GAMES IN TIP TOP SHAPE — READY FOR LOCATION
FIVE BALL ORIGINAL FLIPPER

Genco Black Gold	$155.00	Bally Ballerina	$ 75.00
Genco Big Top	135.00	Gottlieb Jack & Jill	99.50
Genco Floating Power	124.50	Gottlieb Bowling Champs	144.50
Genco 1-2-3	120.00	Gottlieb Bowling Champs	154.50
Genco Puddinhead	110.00	Gottlieb Ali-Baba	119.50
Genco Baseball	99.50	Gottlieb Buttons & Bows	169.50
Genco Mardi Gras	75.00	Chi-Coin Catalina	59.50
Genco Merry Widow	60.00	Chi-Coin Shanghai	69.50
United Wisconsin	75.00	Chi-Coin Hialeah	59.50
United Monterrey	69.50	Chi-Coin Crazyball	75.00
United Major League	45.00	Chi-Coin Thrill	94.50
United Parade	104.50	Chi-Coin Majorette '49	139.50
United Summertime	704.50	Exhibit Morocco	119.50
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EXHIBIT RANGER	$325.00
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UNITED MANHATTAN	25.00
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CHI-COIN SEA ISLE	25.00

SPECIAL ENTRY ....$95.00 | VICTORY SPECIAL $49.50 | JOCKEY SPECIAL $140.00
GOLD CUP $140.00
Kindly include one-third deposit in cash, cashiers' check or money order. State method of shipment preferred. Write! Write! Phone!

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Magic	139.50	One, Two, Three	129.50
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NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

SLIGHTLY USED:
Chicago Coin Rebound $99.50
Exhibit Date Gun 179.50
2-in-1 Shuffleboard, 9 ft. 69.50

FOR SALE
Date Cune, like new, $139.50; Gaolest, $69.50; Total Kolts, $34.50; Paces Reels, $29.50; Chicago Coin Rebound Shuffleboards, $139.50; Pacific Rebound Shuffleboards, $69.50. Following Roll Downs $35.00—Cover Girl, Carousel, Bumbler, Minx, Rowell, Singapore, Trapdoors, Super Hockey, $179.50; Ramona, $154.50. Skeeballs, Shuffleboards, Phones, all prices. Write.
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823 N. W. THIRD ST. OKLAHOMA CITY, OKLA.

WORLDLY WISE says:
Hitch your wagon to a STAR SERIES . . . the brightest STAR in the coin machine sky!
This is the game you've heard so much about everywhere! Phenominal earnings! Up to 4 times as much as any ordinary game! Just ask any men who operates Williams speedway
STAR SERIES
Illinois and N. W. Indiana Operators—
To start you on STAR SERIES, we will accept in trade all types organist flipper games; also Exhibit Shooting Galleries at top prices.

ARCADE
Chicago Coin GOALEE.....$109
Evans TEN STRIKE, 1948 150
Bally UNDERSEA RAIDER, 125
Seeburg SHOOT-THE-CHUTE 75
Seeburg SHOOT-THE-BEAR. 65
and, of course—
Exhibit Dole SHOOTING GALLERY
New and Reconditioned... Write!

Genco & Keeney SHUFFLEBOARD SCORE BOARDS
Write for Prices!

BALLY ONE BALLS
Champion, P.P., new write
Kentucky, P.O., new write
Challenger, F.P., new ..$425
Citation, F.P. 295
Gold Cup, F.P. 235
Turn King, P.O. 30
Victory Derby, F.P., lot of 10, each 40
Terms: 1/3 down, balance sight draft.

NEW FIVE BALLS
Exhibit GONDOLA
Genco CHEATHERS
United OKLAHOMA
Will sell for cash or will accept in trade consoles and Exhibit Gale Shooting Galleries.
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Absolutely World's Finest "SPECIAL" SHUFFLEBOARD
Available with black die-stock or maple automatic scorer. $395
Will accept in trade any type coin machine equipment.

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Free play. Converting one coin chute combination. The fastest, finest, most consistently machine ever built. Ask the operator who uses them.
IMMEDIATE SHIPMENT!

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Keeney TWIN BONUS SUPER BELL $425
Bally GRAND BELL 199
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Bally TRIPLE BELL, 5-10-25 375
Bally MULTI-BELL ..... Write
Exhibit SUPER BOWLER ..... Write
Evans WORLD SERIES 495
Mills 3-BELLS 95
Mills DUPLEX ..... Write
Pace SARATOGA, 10¢ 50
Pace SARATOGA, 25¢ 80

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$135

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Record Reviews

(Continued from page 38)

RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR

ARTIST / TUNES / LABEL AND NO. / COMMENT — RATINGS: OVER-ALL / DISK JOCKEY / DEALER / OPERATOR

POPULAR

JO STAFFORD (Paul Weston & Ork) (Capitol 57-665)

Homework — 88--89--88--87
Jo turns in one of her finer jobs as she lends a rhythmic lilt to this Irving Berlin "Miss Liberty" tune.

Just One Way To Say I Love You — 90--90--90--90
A most expert etching of the top ballad from the "Liberty" score.

THE UNITONES (London 461)

Love Is a Beautiful Thing — 70--72--68--70
The old-fashioned waltz looks like it's set for some big action. This version should get a fair share of the sales.

Send Ten Pretty Flowers to My Girl in Tennessee — 70--70--70--70
Mating of 12-voice group with up tempo corn-ball doesn't come off. Some top orks should latch onto this one.

DICK HAYMES-DOROTHY CARLESS (Gordon Jenkins & Ork)

My One and Only Highland Fling (Decca 24654) — 82--84--80--82
Excellent rendition of the cute tune from the "Barklays of Broadway" pic score.

I'll Keep the Lovelight Burning (In My Heart) — 89--90--88--88
The New Benjamin-Weiss ballad is given handsome treatment by Haymes with the usual tasteful Jenkins background.

WOODY HERMAN & ORK (Mary Ann McCall) (Capitol 57-682)

The Crickets — 80--85--78--77
Highly unusual disking sliced from a Josef Marais chant with Woody and Mary Ann McCall singing in an excellent modern setting. Spinners should wear out lots of copies.

More Moon — 78--82--78--74
Meaning more improvisation on "How High the Moon." The band swings furiously as Gene Ammons blows some fine tenor, Terry Gibbs strikes his vibes and Woody blows his clary.

ANDREWS SISTERS-RUSS MORGAN & ORK (Decca 24664)

Now! Now! Now! Is the Time — 91--90--90--92
This waltz is a natural hit as it is handled by such experts as the Andrews with the tasteful Morgan band pitching in.

Oh, You Sweet One (The Schnitzelbank Song) — 81--80--80--83
The familiar oldie should be able to pick up some coin tho it somehow loses some spirit with the new lyric.

KAY STAR (Frank DeVol & Ork) (Capitol 57-681)

I Wish I Had a Wishbone — 79--80--77--80
The wonderful tonsils of Miss Starr does wonders for a slight rhythm ditty.

There's Yes! Yes! in Your Eyes — 80--80--80--80
She seems to be uncomfortable with this promising revival but sings okey just the same.

POPULAR

GUY LOMBARDO (Kenny Gardner) (Decca 24669)

Frankie and Johnny — 83--85--83--80
The Lombardo legions should gobble up this favorite.

One for My Baby (And One More for the Road) — 79--80--80--78
Another fine oldie is attractively rendered by the Lombardo band. Billy Leach does the singing.

GORDON MACRAE (Paul Weston & Ork) (Capitol 57-679)

Now! Now! Now! (Is the Time) — 78--77--77--80
MacRae and Weston team to do up the waltz which was started off by the Andrews-Russ Morgan etching.

Two Little New Little Blue Little Eyes — 85--86--84--84
MacRae sings a pretty lullaby very effectively.

FREDDY MARTIN ORK (Merv Griffin) (Victor 20-3484)

Roseanna — 83--84--82--82
A fine new Frank Loesser girl friend ballad from the "Roseanna McCoy" flick is sung attractively Merv Griffin.

A Sunday Out in the Country — 67--67--67--67
Griffin sings an ordinary sort of song well with the immaculate dance backing of Martin.

SAMMY KAYE ORK (The Kaydets) (Victor 20-3483)

Fiddle Dee Dee — 79--80--78--78
Kaye's crew does a competent chore with a tune from the "It's a Great Feeling" flick.

It's a Great Feeling — 82--82--82--82
The flick's title tune is handed the usual Kaye winning treatment.

TONY PASTOR & ORK (Columbia 38521)

There's Yes! Yes! in Your Eyes — 89--90--88--89
Perfect taste, excellent tempo and beat, fine arrangement and good Pastor vocal make this a superb etching of the promising revival.

Baby Talk — 72--73--70--73
Fine performance of a weak tune.

ALAN DALE (Ray Bloch & Ork) (Hi-Tone 141)

Vampin' — 60--60--60--60
Alan Dale fan club will buy this one, but there can't be enough of them to make this any more than it is—an inconsequential platter.

Give Me the Moonlight — 60--58--58--62
Believe it or not, Dale sings a duet with himself and even talks to himself for a half minute of nothing. Tune is in Gay '90s style.

FRANKIE MASTERS & ORK (Phyllis Myles & Tommy Traynor) (MGM 10465-A)

Let's Take an Old-Fashioned Walk — 70--71--71--69
Too much heavy competition for this one to move out. Nice dance tempo.

Ev'ry Night Is Saturday Night (Tommy Traynor & the Swingmasters) — 65--66--65--66
Very ordinary tune and fitting interpretation add up to so-so disk.

(Continued on page 112)

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RUNZEL Pushback Wire
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68 Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

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New 3 Purpose Mystery
FAST! DIFFERENT! INNOCENT!

5c counter size. Enormous earnings. Operator's dream for closed territory. Ideal for a DEAL. Nothing like it to compete with. County exclusive on quantity. FIRST ORDER LIMITED TO ONE SAMPLE, RETURNABLE WITHIN 15 DAYS FOR FULL REFUND. Sold direct and only to bona fide operators. No literature furnished. Only a week's test will convince. No replies to curiosity seekers. DONT be SECOND in your territory.

$99.50
1/3 Dep., balance C. O. D.
W. E. KEENEY MFG. CO.
5818 WENTWORTH AVE.
CHICAGO (21), ILL.

Screwball	$100.00	Monterrey	$75.00
Speedway	100.00	Wisconsin	65.00
Coney Island	100.00	Catalina	60.00
Jack N' Jill	100.00	Bermuda	60.00
Cinderella	85.00	Robin Hood	70.00

Dale Guns—Write.
LEHIGH SPECIALTY CO.
826 N Broad St. Philadelphia 30, Pa.
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SLOT BARGAINS!
1—25¢ MILLS BLUE FRONT
3—5¢ MILLS BLUE FRONTS
3—5¢ MILLS WAR EAGLES
2—5¢ MILLS GLITTER FRONTS
1—5¢ MILLS CHROME FRONT
1—25¢ MILLS CHROME FRONT
1—25¢ MILLS BROWN FRONT
1—5¢ JENNS. STANDARD CHIEF, P. W.
OLSHEIN DIST. CO.
1100 BROADWAY ALBANY 4, N. Y.

THERE IS A ROBCO COIN METER TO FIT ANY ELECTRICAL TIMING JOB—Television, Radio, Hair Dryers, Clothes Ironers, Clothes Dryers, Tennis Courts, Pool Table Lights, Washing Machines.



ROBCO METERS are used by coin operators everywhere because they know that when they use a Robco meter they are using a meter designed and built specifically for commercial coin operations. Special consideration was given in the design to eliminate gadgets that may cause a service call. Cases are built of heavy gauge metal which prevents and discourages pilfering and have two separately keyed compartments, one for the operator and one for the service men.

ROBCO'S 1700 Multiple-coin, Multiple-time meter takes from 1 to 25 coins inserted at one time so as to accumulate time and is a mechanically operated meter.

ROBCO HAS AN ELECTRIC TIMING COIN METER TO FIT YOUR JOB—SEND FOR FREE LITERATURE NOW!

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acme PLASTICS
ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS
SOLID COLORS THRU AND THRU—NOT SPRAYED OR PAINTED. ALMOST ¼" THICKNESS—PERFECT FIT.
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Return privilege within 10 days if not satisfied with our reconditioned equipment.
WURLITZER 616
Fully repainted. Perfect condition. Ready for location



$79.50 (Crated)
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Send for Complete List.
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Exclusive AMI Distributor
855 N. Broad St. Philadelphia 23, Pa.
Stevenson 2-2903

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Wurlitzer 1100, Just 1 yr. old in perfect condition	$475.00
Exhibit Dale Guns, 3 months old	165.00
ABT Challenger	15.00
Goelee	75.00

Third deposit, bal. C. O. D.
BRUCE AMUSE. CO.
Williamsburg, Ky.

NEW LOW PRICE!

$139.50

BRAND NEW

5c-10c-25c ROL-A-TOP BELLS

We Can Furnish All Types of Reel Combinations to Meet Your Requirements:

1 Cherry Pay 2 — 1 Cherry Pay 3 — Mystery 3-5 Payout; Standard — Mystery 3-5 Payout, Club — No Lemon on First Reel

TIC-TAC-TOE (Bar Line-Up) Pays 18



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EASY TO PULL

NET WEIGHT

88 POUNDS

DON'T WRITE—WIRE

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Est. 1889 — Tel.: COLUMBUS 1-2772

4650 W. FULTON ST. CHICAGO 44, ILLINOIS

Cable Address: "WATLINGITE," Chicago

Size 23 in. high, 14½ in. wide, 15 in. deep

AMAZING NEW IDEA

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HI-SCORE POOL

1. IT'S NEW
2. IT'S LOW PRICED
3. IT'S DIFFERENT
4. IT'S SMALL
5. IT'S LEGAL
6. IT'S SOLD ON A 10 DAY MONEY BACK GUARANTEE
7. IT'S COIN OPERATED
8. IT'S PLAYER APPEAL IS UNIVERSAL
9. TERRIFIC EARNING POWER
10. IT'S A NATURAL

PRICE $179.50

SIZE: 24x72



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Record Reviews

(Continued from page 110)

RATINGS (100 Point Maximum): 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD • 40-69 SATISFACTORY • 0-39 POOR

ARTIST / TUNES / LABEL AND NO. / COMMENT — RATINGS: OVER-ALL, DISK JOCKEY, DEALER, OPERATOR

POPULAR

FRAN WARREN
(Victor 20-3482)

Now That I Need You 80--80--80--80
Miss Warren's okay on the Frank Loesser "Red Hot and Blue" ditty.

There's No Getting Away From You 76--78--75--75
She does a ballad from "As the Girls Go," in which show she now is working.

BILLY COTTON ORK
(London 462)

Hang on the Bell, Nellie 40--44--38--40
The "haitch dropping" version should never have crossed the Atlantic.

Rolling 'Round the World 68--70--60--74
Razzmatazz disking includes a banjo, tuba, vocal group called the Bandits and corn-horn. Strongest for juke play.

ANNE SHELTON-THE GEORGE MITCHELL CHOIR
(London 458)

Twilight 72--76--68--72
As usual, London backgrounds are of top quality and Shelton sings with feeling and warmth. Even if label doesn't say so, tune is based on a theme from Borodin's "Prince Igor."

I Get Sentimental Over Nothing 68--72--64--68
Good ballad, good lyric, good vocal, good orking.

VERA LYNN (Bob Farnon Ork)
(London 459)

Follow the Swallow to Hide-Away Hollow 70--72--68--70
Lilting waltz sounds like show or pic tune. Lynn and male vocal group give adequate rendition.

Now That I Need You (Where Are You?) 72--72--72--72
Pic tune is more in Lynn's style than other side. Nicely sung by English chirp.

JOY NICHOLS & BENNY LEE (The Keynotes-Nat Temple Ork)
(London 460)

The Story of the Lovebird 58--58--58--58
Dreary tune and lyric appear to be of little interest in boy-girl duet with vocal group and string backing.

Look at Me 62--62--62--62
Better tune gets better treatment, but still doesn't excite.

DENNY DENNIS (Stanley Black Ork)
(London 467)

The Four Winds and the Seven Seas 70--71--69--70
Dennis handles the hit tune well enough but this release is hardly up to earlier versions.

Give Me a Song With a Beautiful Melody 75--75--75--75
Dennis is engaging in the singing of a light rhythm ditty of much appeal from "It's a Great Feeling" flick.

ANDREWS SISTERS (Vic Schoen & Ork)
(Decca 24660)

Homework 81--80--80--82
Tho the competition is heavy, the Sisters will sell a goodly share of the Berlin ballad. Effective harp backing. Fine disk.

Only for Americans 75--76--75--74
Lots and lots of words to cram into the mouths of any singers. Gals do well.

POPULAR

JIMMY DORSEY ORK (Claire Hogan)
(Columbia 38533)

Fiddle Dee Dee 80--80--80--80
Cahn-Styne tune gets good treatment in the hands of Dorsey, Hogan and the band vocal. A good commercial disk.

And It Still Goes 76--76--76--76
(Larry Noble - The Swantones - Helen Carroll)
Tin Pan Alley-type ballad neatly done by the Dorsey group, tho nothing exciting happens.

JOHNSTON & DEAN (The One Nighters)
(London 457)

Fiddle Dee Dee 60--62--58--59
This version of the "It's a Great Feeling" tune doesn't have it even tho the baritone duet sings in a musicianly way.

Strange Animules 57--60--52--58
Tongue-twisting combinations of animal names into coined words like "kangarooster" can be cute. But how cute can you get on a disk not aimed at the kid market?

BUD BREES (The Paulette Sisters-Joe Leahy Ork)
(Capri 2001)

You're Heartless 66--72--64--64
Brodsky - Tepper ballad gets good rendition from Brees, gals and ork.

Some Enchanted Evening 64--70--62--62
(Ned Harvey Ork)
Brees does a fine job, but the competition is tough.

NAT "KING" COLE & THE TRIO
(Capitol 57-680)

Who Do You Know in Heaven? 89--90--88--88
Commercial ballad warmly caressed by Nat, his trio and a vocal group. Much sales appeal in this package.

The Trouble With Me Is You 75--77--73--75
Up-ballad gets a good run-down by Nat and trio. Tune is nothing to get excited about.

JIMMY SAUNDERS & THE RIDDLERS (Scott Fisher Quintet
(Hi-Tone 145)

The Four Winds and the Seven Seas 75--80--72--74
Version is certainly worth the 39-cent price. Saunders sings well with clean backing.

Room Full of Roses 75--80--72--74
Pat Terry
(Ray Arthur Quartet)
Nice beat, nice group, nice vocal add up to good disk for the price.

MARJORIE HUGHES (Hugo Winterhalter Ork)
(Columbia 38534)

You're Heartless 78--79--77--78
Marjorie, strongly supported by the Winterhalter backing, does a satisfactory job with a pretty new ballad.

I Never Knew 80--82--78--80
Frankie Carle's daughter sings the oldie well in a superb Winterhalter setting. Spinners will go for this one.

XAVIER CUGAT ORK (Del Campo)
(Columbia 38516)

Minsen Lemang 73--75--75--70
Commercial Latin stuff should appeal mightily to Cugat's big following.

Rumbesia 73--75--75--70
Same comment.

RATINGS (100 Point Maximum) — 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD • 40-69 SATISFACTORY • 0-39 POOR

ARTIST / TUNES / LABEL AND NO. / COMMENT — RATINGS: OVER-ALL, DISK JOCKEY, DEALER, OPERATOR

POPULAR

DICK HAYMES (Gordon Jenkins & His Ork)
(Decca 24606)

Let's Take an Old-Fashioned Walk 83--83--83--83
Haymes is certainly a singer of show tunes. Relaxed and clean handling of a "Miss Liberty" song. Will make its mark in jock and juke play as well as sales.

Little Fish in a Big Pond 80--80--80--80
Same comment. Tune doesn't have as much sales appeal as flip side.

VERA LYNN & ANNE SHELTON (The Four Deans)
(London 463)

Let's Harmonize 80--84--76--80
London may have missed the boat on this one by pairing the two gal chirps. The tune is a natural for corn-ball orking and could be a big one. This'll do till then.

Hollywood Square Dance 68--72--62--72
(Anne Shelton-The Honeycombs)
Shelton does a nasal in Jo Stafford "Timtayshun" fashion.

BUD BREES (Ned Harvey Ork)
(Capri 2000)

Bali Ha'i 68--74--66--66
The ex-Art Mooney warbler now out as a single sells warmly and effectively but will have to get away from the potent disk competition of big names before he breaks thru.

Holiday 66--72--64--64
(The Paulette Sisters-Joe Leahy Ork)
Interesting tune with semi-esoteric lyric is well handled by Brees and the gal vocal group.

BILLY WHITLOCK (Harry Bidgood Ork)
(London 456)

Scotch Hot 82--84--80--82
String bands, bones and now bells! Tinkling rendition of a Scotch-Irish folk air is loaded. Could easily start another craze. Bidgood is real moniker of Primo Scala.

Two of Irish 78--80--77--78
Whitlock switches to xylophone for rousing jig disk. Not as potent as flip side, but corned-up band backing lends big support.

RHYTHM & BLUES

CECIL GANT & COMBO
(4 Star 1339)

Fare Thee, My Baby, (Fare Thee Well) 76--76--75--77
Gant and a small group inject much spirit into a slender hunk of song.

I'll Remember You 64--64--63--66
Gant chants a rather trite ballad.

JOHNNY MOORE'S THREE BLAZERS (Oscar Moore)
(RCA Victor 22-0034)

Bop-A-Bye Baby 71--73--70--70
Neat switch on the lullaby makes for an okay, if little more, waxing.

What Does It Matter? 75--76--75--74
Neat rendition of the Irving Berlin oldie by the popular foursome. Some tasteful Oscar Moore guitar is spotted.

THE ORIOLES
(Jubilee 5008)

Donkey Serenade 71--72--70--72
The group's show-stopper makes for satisfactory wax.

I Challenge Your Kiss 82--82--82--82
The Orioles should have another winner in this hit ballad.

RHYTHM & BLUES

COUSIN JOE (Dickie Well's Blue Seven)
(Ill-Tone 149)

Come Down, Baby 50--50--50--50
Cousin Joe, one of the standout authentic blues chanters, is given a mechanical cleffing here, and the result is a cold, indifferent blues job.

Don't Pay Me No Mind 54--54--54--54
Better, but still doesn't ignite. Chief attraction is a mellow muted trumpet chorus.

IVY WILLIS
(MGM 10463)

Hen Pecked Papa 72--72--70--74
Fly bounce blues easily piped with a light rhythm combo backing.

You Turned Your Back on Me 80--80--80--80
Bluesy ballad has an attention-getting lyric with an original theme. Thrush sells it in a convincing, tearful style.

HERMAN RAY
(Decca 40107)

President's Blues 71--71--71--71
Ray, who sings the blues for the Southern market, does a chant singing the praises of President Truman.

Working Man (Doing the Best I Can) 67--67--66--68
Satisfactory blues for the Southern market. Fine tenor sax fillins and solo.

JOE MORRIS & ORK (Johnny Griffin)
(Atlantic 878)

Bottletop 56--60--56--53
Small combo bop effort doesn't hang together despite an okay trumpet solo and an imaginative horn-bary conversation.

Beans and Corn Bread 71--71--70--73
The oncoming rhythm stomper gets a properly ebullient honk rendition.

MEMPHIS MINNIE & SON JOE
(Columbia 30184)

Tonight I Smile With You 70--68--70--72
The Deep South styled thrush wails a slow drag heartbreak ballad effectively.

Jump, Little Rabbit 69--67--69--71
Jump blues has the small guitar and piano combo chorusing behind Minnie in a catchy recurring refrain.

STEVE GIBSON (The Red Caps)
(Mercury 8140)

I Love You 75--75--75--75
Gibson and the Caps get up a good beat for the oldie ballad. A fine disk with sales appeal.

Blueberry Hill 65--64--64--66
Group sings well enough on the hit ballad of several seasons ago.

THE FOUR TUNES
(RCA Victor 22-0032)

I'm the Guy 75--75--75--75
A good group makes a natty debut on Victor with a nice job on a rather pretty ballad.

My Last Affair 73--74--72--73
The Tunes do well again with another albeit not as strong ballad.

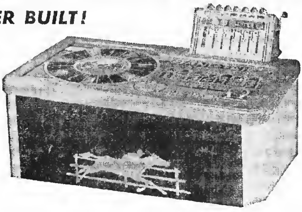
TOMMY MOSLEY (Nick Rodriquez & Ork)
(Apollo 1147)

When They Ask About You 70--70--70--70
Interesting new ballad voice here, tho tune isn't especially impressive.

Simply Say Goodbye 70--70--70--70
About like flip.

(Continued on page 114)

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Record Reviews

(Continued from page 113)

RATINGS (100 Point Maximum): 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD • 40-69 SATISFACTORY • 0-39 POOR

ARTIST / TUNES / LABEL AND NO. / COMMENT — RATINGS: OVER-ALL, DISK JOCKEY, DEALER, OPERATOR

RHYTHM & BLUES

MONETTE MOORE (& Her Salesmen & The Harmony Girls)
(A Natural Hit 105)

That's My Specialty 45--45--45--45
Old-hat rhythm novelty palls after a few bars.

Show Girl Blues 48--48--48--48
Material might be okay for live performance in a club, but as waxed here it offers little.

RUTH BROWN (Eddie Condon & Ork)
(Atlantic 879)

It's Raining 82--84--80--82
A new girl singer with a distinctive style and voice delivers a satisfactory ballad. Should cause plenty of talk and spinner play.

So Long 82--84--80--82
More of the same. Miss Brown sounds like a real comer.

JOE THOMAS & ORK
(King 4299)

Page Boy Shuffle 80--80--78--82
A honker that sounds as tho it's been done many times before, but the ork rocks, shuffle beat drives and reeds keep it going right down to the finish.

Teardrops 58--58--58--58
Joe Thomas' tenor tooting, fine as it is, does little to make this more than another instrumental.

Joe Medlin & Ork (Tab Smith)
(Atlantic 877)

What More Can a Poor Fellow Do? 60--60--60--60
Medlin and the group give an inconsequential ballad a good try, but nothing happens.

If I Give You My Love 80--80--80--80
This one has the touch—a top-notch formula ballad expressively performed.

GEORGE HUDSON ORK (Danny Knight)
(King 4300)

It's Love 62--64--60--62
Trumpet led ork is in the modern vein and Knight is of the Jeffries-Eckstine school. Nice ballad.

Put It on the Cuff 50--50--50--50
Progressive type orchestration maintains a good dance beat, but it all sounds more like "off-the-cuff."

COUNTRY & WESTERN

MADDOX BROTHERS & ROSE
(4 Star 1322)

Last Night I Heard You Cryin' in Your Sleep 67--67--67--67
Vocal is under-recorded in what might have been an effective close-harmony weeper.

Honkey Tonkin' 84--84--82--86
Original rhythm ditty with an interestingly different beat is tellingly chanted and orked. Thrush Rose performs compellingly.

"T" TEXAS TYLER
(4 Star 1340)

Country Boy 83--83--83--83
The "Deck of Cards" ace sells the fast-coming country novelty click with standout projection and salty down-home fervor.

Show Me the Way (Back to Your Heart) 70--70--70--70
So-so ballad done in listenable fashion.

COUNTRY & WESTERN

BILLY HUGHES
(4 Star 1338)

Let's Go Back to Yesterday 77--77--76--78
Relaxed, easy-worbling ballad chant. Tune and performance both of good caliber.

Echoes of the Trail 57--62--55--53
Arty western, gimmicked with a bolero beat and echo effects, doesn't convince.

AL DEXTER (and His Troopers)
(Columbia 20593)

There'll Come a Time 72--72--70--74
Simple, old-fashioned ditty warbled with sincerity and orked in a light swing vein, western style.

Saturday Night Boogie 71--69--68--75
Instrumental boogie blues with take-your-turn horn, accordion, 88 and glary solos makes for a pleasant if not exciting side.

RED FOLEY
(Decca 46170)

Tennessee Polka 84--84--83--85
Foley has what could well be the follow-up to his "Tennessee Saturday Night" click in this stomping backwoods polka ditty.

I'm Throwing Rice (at the Girl I Love) 85--85--85--85
The telling hill ballad gets a potent, pity-laden projection from the smooth-singing folk warbler.

EDDIE HAZELWOOD (The Texas Melody Boys)
(Imperial 8056)

Back in Texas 69--69--68--70
Routine Western gets a lively vocal and Western swing ork job.

Way Way Down in San Antone 82--82--82--82
Catchy ditty utilizing the voguish triple repeat of key words impresses immediately. Hazelwood gives it a fine go.

JIMMY WAKELY & ORK
(Capitol 57-40107)

Tellin' My Troubles to My Old Guitar 84--84--84--84
Wakely croons a straight-from-the-heart sentimentalizer that echoes the pops of the '20s. Chorus harmony and a guitar reminiscent of Eddie Lang complete the affecting illusion.

Try To Understand 73--73--73--73
The folk warbler delivers his usual sterling effort, but routine material doesn't ignite.

HOT JAZZ

FATS NAVARRO QUINTET
(Dial 1033)

Move 80--80--82--77
Superb bopper with some amazing and clean work by trumpeter Navarro.

AL JOLSON (Victor Young & Ork)
(Decca 24687)

Some Enchanted Evening 85--90--85--80
The Jolson salesmanship makes a fine effort of the smash hit "South Pacific" ballad.

It All Depends on You 82--85--82--78
He spreads the schmaltz thick again with an oldie which can take it.

TEDDY EDWARDS

Blues in Teddy's Flat 75--75--75--75
Edwards' tenor tackles the blues and he plays some commercial licks around some speedy albeit cumbersome and meaningless bop bits.

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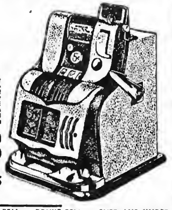
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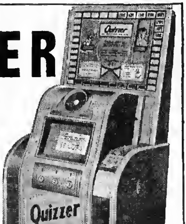
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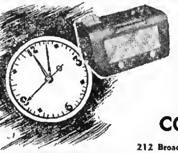
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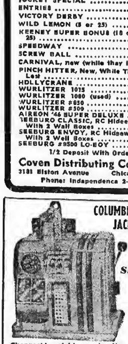
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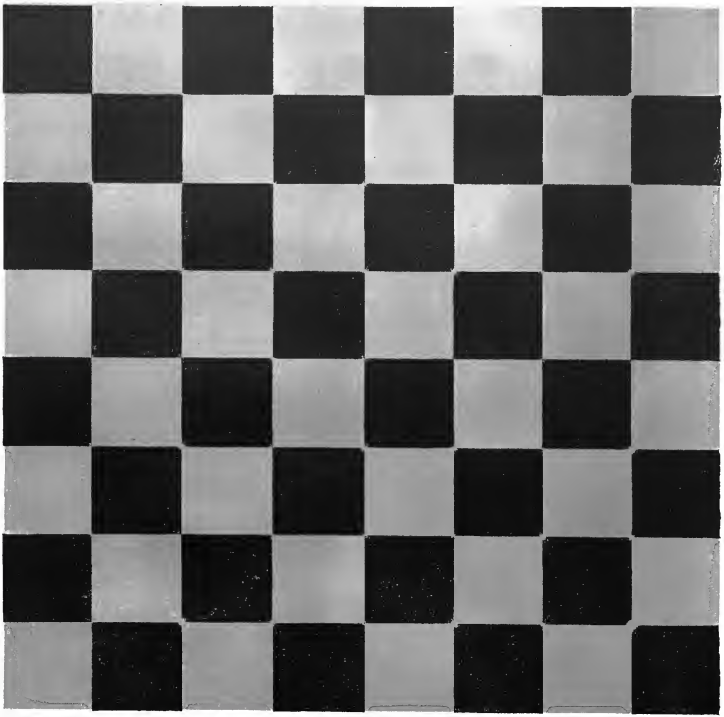
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